

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
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VOL. CXII, No. 3

NEW YORK, JULY 15, 1920

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You Traced the World on RAND MCNALLY Maps

FOR more than fifty years the name RAND MCNALLY has been synonymous with good maps. From a humble beginning the business has grown to be the largest of its kind in the world.

As the business has grown in size, so too, it has grown in scope. Today, RAND MCNALLY make practically every conceivable kind of map for every conceivable purpose.

It is our privilege and our pleasure to assist in making the name RAND MCNALLY even better known.

If we can but make the advertising measure up to the unusual character of the maps themselves we shall have done well.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



Interborough Bulletin.

The "El's" First Passenger

TIMES have changed since Charles Thomson Harvey made the first trip in a hand propelled car on a specially constructed elevated railroad. Fifty-three years ago, a single track structure was erected on Ninth Avenue — the beginning of long continued efforts to cope with a constantly increasing rapid transit problem in New York City.

Today, Interborough Subway and Elevated Lines operate electric trains every 30 seconds, bringing every section of Greater New York within a few minutes' ride of the heart of Manhattan Island. These lines now comprise the most popular passenger carrying railroad system in the world, carrying 2,900,000 daily riders!

Interborough Subway and Elevated Car Card and Poster Advertising

reaches more people daily than any other medium in New York City — *"it travels with the buying-public."*

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square

NEW YORK CITY

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXII

NEW YORK, JULY 15, 1920

No. 3

A Campaign to Keep the Farmer's Restive Boy at Home

Provide the Machinery, Says the International Harvester Company, and Fewer Boys Will Desert the Home Acres

By G. A. Nichols

ACCORDING to the view of the International Harvester Company, this "back-to-the-farm" movement about which we hear so much these days has some economic aspects that call for the use of advertising.

Like most other things, it has its sentimental side. But is there danger that this "sob stuff" may be featured so strongly as to give the farmers themselves a distorted view and to minimize the serious business angle?

The Harvester company is inclined to say "yes" to this question. It is frankly concerned not only over the present emergency need of more farm help but over the tendency to adjust the thing according to the dictates of the heart rather than of the head. It has, therefore, started an ambitious advertising campaign addressed to farmers and farm boys in a way that is calculated to make them think. It has the double purpose of helping fill the present need for more farm help and to encourage farm folk in general to try to handle the entire proposition from a hard-headed business standpoint. It would have the farmers remember that some boys should remain on the farm and others shouldn't. Some are not adapted to farm work and would make an indifferent success. The advertising is going to try to get the farmers and their sons to think the thing through

and talk it over from a viewpoint of what is best to be done in a business way—with the heart-throb material considered as little as possible.

The feature, or rather the keynote, of the campaign—and this is where the interests of the Harvester company come in—is along the line of inducing the farmer to modernize his "plant" to the fullest extent, thus increasing the individual's efficiency and tending to make farm work more attractive.

The big thought behind this is that there could be such a thing as making the farm population relatively too large, with the result that the farmer's profit would suffer a corresponding decrease. In the days when the Republic was young about ninety per cent of the people were farmers. This necessarily meant that there was practically no market for farm products. It was a case of the farmer raising things for the subsistence of himself and family only. Also, there being so many farmers, there were few manufacturers. The farmer had to pay big prices for what he bought. Generally he or his family made things themselves. There were home-made boots, homespun cloth and home-made clothing. Gradually the thing worked around to about a fifty-fifty basis. Now it is estimated that the farmers comprise from twenty-five to thirty-five

Our Record

FOUNDED at New York in 1911, with a small force and a small office, our organization has grown till it now numbers two hundred and thirty-seven people with four operating offices. Our clients include many of the largest manufacturers, in their respective lines, in the United States and Canada.

Each year has seen a growth in our organization and in the volume of advertising handled. We like to believe that the reason for this constant growth has been the recognized quality of our service. We expect to continue to grow, but intelligent, thorough and constructive service will be our first consideration, always.

We invite investigation, not so much of our record of growth as of our record of satisfactory service to those manufacturers whose advertising we prepare and direct.

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form—"Our Business and Yours"—will be mailed you on request.

THE H.K. McCANN COMPANY

Advertising · 61 Broadway · New York

CLEVELAND

SAN FRANCISCO

TORONTO



calls for increased efficiency in a general way as well as the addition of numbers. Through this latest advertising campaign of ours we are going to try to work in a big way to bring about this efficiency.

"The country's experiences immediately following the Civil War should be considered here as supplying an object lesson of a condition that should be avoided now. There was a great rush to the farms. The soldiers took up Government land. Others went to work on farms. There was a sentimental call of back-to-the-soil that had widespread influence. After a time so many people were engaged in farm work and so comparatively few in other lines of industry that there was not a sufficient market for farm products. That condition is not likely to repeat itself now, with the whole world crying for food. But the point we want to consider at this time is the need of men in all branches of industry. As the farmer's efficiency increases he is going to produce more meat, more grain, more vegetables, and do all this with fewer men. The result cannot help but be beneficial to the country as a whole.

"What we are going to try to accomplish through our advertising is to bring out a more intensive cultivation of the soil and an increase in its productivity. We Americans often hear about how the people of Europe utilize every inch of soil, fertilize it to the greatest possible extent and make it produce to the limit. America never will farm on the European standard. If it did, this country would be a country of gardens rather than of farms.

"In Europe the farming, or, rather, the gardening proposition is one of increasing the yield per acre. In America, as we see it, the proposition is one of increasing the yield per man.

"Do you know how they farm in Belgium, for instance? Practically all the work is done by hand. The peasants even break up the clods of dirt with their hands. Such a thing as a cultipacker, which is a machine for crushing

clods, is unknown. The disc harrow is practically in the same class. The European farmers work with the utmost thoroughness, but just think how many of them it takes to do the work!

"The time will come—and it is no so very far away—when this same thoroughness will prevail in America. But the work will be done by machinery. There will be—and there are now, for that matter—machines for practically everything that in Europe is done by hand. There will be fewer men at work on the farms, but more acres will be cultivated and more food raised. With the right kind of machinery and the use of the highest class modern farming methods ten per cent of the population of this country can easily and profitably feed the other ninety per cent.

"Reasoning the thing out from this angle, you can see why it is that we are interested, as everybody ought to be, in getting people as a whole to look at this thing fairly and squarely. There are two sides to it absolutely. We are so eager that both sides be considered and that 100 per cent business rather than sentimental consideration should prevail that we are pushing ahead in this advertising campaign."

FARMERS THRIVE ONLY BY INCREASED PRODUCTION

The PRINTERS' INK representative asked the Harvester man to tell him the exact truth about the reports that the farmers to-day, despite the high prices for food, are not making sufficient return on their investment. As he asked the question the PRINTERS' INK man remembered about the fine cars and other evidences of pronounced prosperity that he had seen recently in the farming sections of Iowa, Indiana and Ohio.

"The farmer," was the reply, "is not making anything like the money some people imagine he is. Had it not been for the increase in land values the farmer would be in an unenviable position. As it is, he has not a great deal to brag about. The remedy? He has to produce more stuff per acre

Reader Loyalty Practical Content

Single Editorial Purpose

Constant Rereading Long Life

1,000,000 Subscribers

Paid in Advance Subscription List

THESE CHARACTERISTICS

make a magazine valuable
to advertisers

These same characteristics distinguish

NEEDLECRAFT MAGAZINE

"One Woman Tells Another"



Member A. B. C.

without any increase in the cost of such production. He is pretty much in the position of the retailer of whom you talk so much in **PRINTERS' INK**. You say the retailer should handle advertised goods because he thereby can add to his volume at less selling cost than would be the case with unadvertised goods. The same thing works out with the farmer. He has to raise his productive capacity up to the highest possible point. If he attempts to do this with man power, his cost of doing business, as you would call it in the case of the retailer, is so high that there will be no profit left. The remedy is to be found in all possible labor-saving machinery.

"It is not so difficult to sell the farmer on the conventional lines of farm implements. He would never use his hands for a harrow as they do in Belgium. His progressiveness in this respect has really been the salvation of the country, because the country is dependent absolutely upon the farmer. What he needs now, speaking in the broad sense, is to get every possible labor-saving contrivance that is obtainable. He should organize his farm on a basis of efficiency similar to what he would have were he running a modern factory. This will enable him to operate with minimum man power and increase his production accordingly. This is the motive behind our present advertising plan."

PLANNING GENERATIONS AHEAD

The ambitious advertising idea outlined by the Harvester man is something that from its very nature is not over in a week, a month or a year. As such it is another example of far-sighted advertising endeavor, based on a big, broad foundation that looks to the future for its reward. Years necessarily must elapse before the fruit of this endeavor can be gathered by the Harvester company. It is a proposition of building for the future that is worth the careful study of those advertisers proceeding along the old-fashioned idea that the only kind of publicity worth while is that which brings in its results at once

or gives definite concrete advance promises.

The first advertisement of the new Harvester series here spoken of appeared in the June farm journals. After a pithy discussion of "boys" as related to the farm it reminds the farmer that machines have been a powerful factor in stemming the flow to the cities. Inasmuch as machines banish drudgery and make labor interesting they naturally attract the boy. The farmer is advised to consider whether he should not own more International farm machines.

"Give your sons every possible opportunity for liking and appreciating farming and farm life," is the admonition.

An advertisement that will appear in July is headed "The Great Unrest."

"This company," the advertisement says, "believes that one of the most vital problems of the day is that of keeping youth content on the farm."

It declares that the hopeful journeying of farm boys to the crowded cities is a national tragedy and that it must be stopped for the sake of the nation and for the sake of the boys themselves. In this the Harvester company hits hard at the present crisis. It wants to arrest the flow of boys to the city long enough to get the farm on a settled basis and to enable the farmer to arrive at a stable solution of his problems.

In an advertisement that will appear later in the summer is "A Message to the Ambitious Boy." This urges the boy to give careful thought to the matter before he decides to leave the farm. Perhaps it is the thing for him to do and perhaps not. He should talk it over with his parents and friends and not take the step through the promptings of unrest or any other sentimental feeling. He should let business considerations rule.

Others will be worked out along similar lines, the object being to instill in farmers and farm boys more of a pride for being involved in that greatest of all human en-

There are but
two universal lan-
guages—pictures
and music.

If your advertis-
ing story can be
told in beautiful
pictures, the Art
Gravure of the
Standard Union
offers an exclu-
sive service in
Brooklyn.

terprises—agriculture. At intervals the machinery problem will be brought sharply to the front. The farmer will be told that by modernizing his farm in the best possible manner he can get along with less man power and at the same time get more out of the land.

Mention was made a few paragraphs back about the far-seeing faith in advertising which the Harvester company must have to put on a campaign of this kind. There is another feature that deserves note also. All makers of farm machinery and other things to sell on the farm will profit from this advertising—something the company knows full well. But it has such a comprehensive and correct view of advertising and the results to be gained from it that it is not going to be deterred by the thought of what others may achieve from its effort. This is the correct stand. If the farmer as the result of this company's advertising or any other kind of advertising can be educated and inspired to a point where he will rise fully to his opportunities then there will be glory enough—also profit enough—for all.

Corn Products Account with Hellwig Agency

The advertising account of the Corn Products Refining Company, New York, "Karo" corn syrup, "Mazo'a" salad and cooking oil, "Argo" starch, and "Duryea's" starch, has been put in the hands of the E. W. Hellwig Co., an advertising agency recently formed at New York.

The officers of the Hellwig Agency are: E. W. Hellwig, president, and C. J. O'Reilly, secretary and treasurer. Mr. Hellwig has been with the George L. Dyer Company, New York, during the last six years, and Mr. O'Reilly has been with the Dyer agency during the last ten years. Mr. O'Reilly was general manager of the Dyer agency.

Dr. Edwin F. Bowers is in charge of the editorial and copy department of the Hellwig agency.

Silver Advertising Account for Federal Agency

The sterling silver advertising of the International Silver Company, Meriden, Conn., is now being handled by the Federal Advertising Agency, Inc., New York.

Hilton and Mix Join Mutual Service Corporation

George A. Cullen, for a number of years passenger traffic manager of the Delaware, Lackawanna & Western Railway, and manager of "Phoebe Snow" advertising, has become chairman of the board of directors of the Mutual Service Corporation, of New York.

Theodore B. Hilton has been made vice-president of this agency. Mr. Hilton was recently president of the Tabard Press, New York, and previous to that was assistant to Barron G. Collier, president of the Street Railways Advertising Company, New York.

J. Roland Mix has also been appointed a vice-president of this organization. Mr. Mix was at one time business manager of *Scribner's Magazine*, and more recently he has been in the agency business in New York on his own account.

Bergen Advertising Company Formed at St. Louis

Howard Lee Bergen, who for about thirty years has been connected with St. Louis newspapers, and who since November, 1918, has conducted an advertising agency in St. Louis, recently incorporated his agency under the name of the Bergen Advertising Company.

The officers of this new organization are: Howard Lee Bergen, president; Howard S. Bergen, vice-president; S. A. Neumann, secretary, and Elwood L. Bergen, treasurer.

Among the accounts which the agency handles are:

Papendick Bakery Co., Bush Chemical Co., Fred C. Weber, florist; Premier Supply Co., and St. Louis Insecticide & Specialty Co.

Fiction Magazines Will Combine

The *Argosy* and the *All-Story Weekly*, New York, will be combined and issued under the name of *Argosy-All-Story Weekly* beginning July 29. No increases in subscription prices and advertising rates will be made.

Automobile Blue Book with Snodgrass & Gayness

The advertising account of the Automobile Blue Book Publishing Company, New York, has been put in the hands of Snodgrass & Gayness, Inc., New York.

South Bend "Tribune" Appoints Story, Brooks & Finley

Story, Brooks & Finley, New York, have been appointed representatives of the South Bend, Ind., *Tribune*.

CHICAGO

The Central Location for Printing and Publishing

Printing
and
Advertising
Advisers



Day and Night
Service
All the Year
Around

*One of the Largest and Most Completely Equipped Printing Plants
in the United States.*

Whether you have a **Large or Small Catalogue or Publication** to be printed, it is our opinion you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give, and have secured prices.

You Secure from Us

Proper Quality—Quick Delivery—Right Prices

We ship or express to any point or mail direct from Chicago

Make a Printing Connection with a Specialist and a large and Reliable Printing House.

Business Methods and Financial Standing the Highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY

Catalogue and Publication

PRINTERS

Artists—Engravers—Electrotypers

Polk and La Salle Streets

CHICAGO, ILLINOIS

Telephone: Wabash 3381—Local and Long Distance



CHICAGO

The Central Location for Printing and Publishing

When Titles Add Authority to Letters

What the Practice Is in Letting Executives Use Their Titles—Must Be Bestowed Only On Men Who Deserve Them and Their Use to Create False Impressions Should Not Be Tolerated

THE STETSON PRESS
BOSTON, MASS., June 29, 1920.

Editor of PRINTERS' INK:

One of our clients, a large concern, is interested in finding out what the practice is in other large concerns for the giving of titles to several managing directors who are not in charge of any one department.

The president, vice-president and treasurer sign their correspondence with the name of the company and then with their titles. There are four other directors, each one of which is a managing direction, and it is for them we wish to find out what the general practice is in the bestowing of titles.

Many thanks for any information you may give me in this matter.

HENRY DAVIS,
President.

IF a man has a title, the best practice seems to be to have him use it in signing his mail and in the other relations he may have with the company's patrons.

The reasons for this are obvious. When people have dealings with a concern, they naturally are pleased to have their business attended to by some one who occupies an official position in the organization.

Letters written by men in authority always carry more weight and wield greater influence than when they are signed by some one who does not bear a title. It is always flattering to a correspondent to know that the president, vice-president, treasurer, secretary, managing director or some other official of the company is giving him his mail personal attention.

It is the custom of most well-managed companies to bestow titles only where the man's position and the work he is doing justify the honor. Giving titles to glorified office boys for the purpose of impressing customers is a practice that is not in good repute

in the best organizations. But where a man has a legitimate title there is certainly no harm in the modest employment of it at every favorable opportunity. In line with this reasoning, it would be advisable for the client of the Stetson Press to permit his executives to use their titles.

The only objection to the practice of signing titles is that letters written by untitled employees may give correspondents the impression that their business is being handled by those holding minor positions. This, however, is not a serious objection. Many organizations minimize it by having those who sign letters state the department or the executive for whom they are acting. They put under their signatures "sales department," "purchasing department," "for the credit manager," or whatever department they may be connected with. This gives the impression that the writer of the letter is acting with authority for the man in charge of that division of the business.—[Ed. PRINTERS' INK.]

Charles E. Buck Will Join Staff of McManus, Inc.

Charles E. Buck will join the staff of McManus, Inc., in a general selling capacity on August 1.

Mr. Buck has continuously directed the activities of the Detroit branch of the Whitehead & Hoag Company, advertising novelties, Newark, N. J., for the last nine years. He was at one time advertising manager of the Hupp Motor Car Corporation, and has also been a member of the Detroit staff of J. Walter Thompson Company.

Wright Bearing Account With Martin V. Kelley Agency

The Wright Bearing Company, Philadelphia, manufacturer of roller bearings, has put its advertising in the hands of The Martin V. Kelley Company. This account will be handled through this agency's New York office.

P. F. Wall in New Field

Peter Francis Wall, recently service director of the Bert L. White Company, dealer development and sales promotion, Chicago, will engage in business on his own account in the direct advertising field in Chicago.

Drinking Fruit

Now is the time for the dealer in seed and nursery stock to take advantage of the boom in fruit growing. Nation-wide prohibition has come to stay—and wide-awake manufacturers of soft drinks have seen their chance. In Missouri alone over 1000 new soft drinks have been registered, 400 of which are based on fruit.

During the first six months of 1920

9,830 lines of

Seed and Nursery Advertising

appeared in the pages of the AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Editors Association

Members of Agricultural Publishers Association

SAMUEL ADAMS, Editor

ROBERT B. CAMPBELL, Publisher

J. E. FORD, Director of Advertising

Collier's

THE NATIONAL WEEKLY

Get a copy



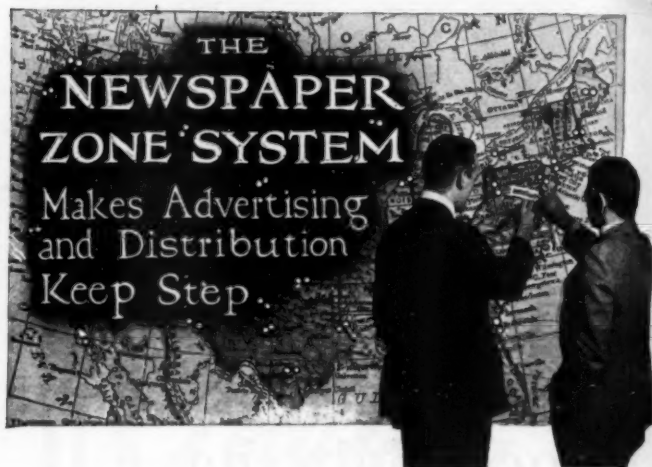
Coca-Cola and Collier's

Coca-Cola have
used more space
in Collier's this
year than ever
before.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*



THE problem of distribution and advertising is no problem at all when newspapers are used, for newspaper advertising may be extended progressively by zones, hand in hand with and aiding distribution, until both are nationally established.

It stands to reason, however, that the newspaper which develops and extends a business to national proportions is the logical national medium for sustaining and increasing that business. And yet national manufacturers, who turn to newspaper advertising only in time of stress, overlook the fact that the newspaper which has the strength to overcome unfavorable conditions when unusual force is required, has more than the power, as a great NATIONAL MEDIUM, to sustain favorable conditions all the time.

National advertising through newspapers further affords the opportunity of fitting "season copy" to different localities, enabling the North, South, East and West to be handled independently, while even prices, suitable to time, place and condition, may be advertised.

Advertising nationally through newspapers solves a conundrum—the egg, advertising, and the hen, distribution, come neither first but both together—and through the 100,000 daily circulation of The NEWS this problem can be profitably solved in Baltimore.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a web

Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Our Next President a Publisher

A Good Friend of PRINTERS' INK and of Advertising Men Generally Will Occupy the White House After March 4, 1921

AFTER trying men from all walks of life, from the surveying industry, from tailors and mostly from lawyers, the people of the United States have decided that they will give a publisher the big job. The next President of the United States will be an Ohio publisher, who started life on a farm, went from there to a country newspaper office as a printer's devil, and who became in turn office boy, printer, news boy, circulation and advertising manager, reporter, editor and owner. It makes no difference whether the next President's name is Warren G. Harding or James M. Cox, he is bound to have had the experience mentioned above. Whether the owner of the *Marion Star* or of the *Dayton News* and *Springfield News* drives down Pennsylvania Avenue on March 4, 1921, amidst the plaudits of the assembled multitude, the public is practically certain to welcome as President a man who is familiar with the great businesses of publishing and advertising. We have more than an outsider's interest in it, because both Mr. Harding and Mr. Cox are great friends of PRINTERS' INK. We do not wish to convey the impression that the only way to become President of the United States is to study the editorial pages of PRINTERS' INK, but who can deny that in this case we have had something to do with the moulding of a president's mind?

The following quotation from a letter received from Senator War-

ren G. Harding, a few months ago, shows the regard in which he holds PRINTERS' INK.

"It was hardly necessary for you to tell me about PRINTERS' INK, because I have been more or less familiar with its policy and much of its contents since the year of its establishment. Before

I came into official life I was a constant reader of its interesting pages." *** In the same letter he stated the following views about advertising, and the effect a trend toward socialism would have upon it. "Men in business advertise in order to further their business activities.

MEN from the following businesses have occupied the White House:

Lawyers	18
Teachers	2
Soldiers	2
Tailors	2
Farmers	1
Public Officials	1
Surveyors	1
*Publishers	1

*We are able to make this prediction with reasonable certainty.

ties. They are seeking to achieve because of the love of achievement and the reward which it pays. If all the rewards were to be abolished, certainly the inspiration will have been removed."

And Governor Cox, not to be outdone, comes through with a telegram stating that he is now and always has been a reader of PRINTERS' INK. Both Governor Cox and Senator Harding are also using the advertising pages of PRINTERS' INK to bring the value of their respective publications before the attention of buyers of advertising space.

The experiences which the two men have had in common, first in persuading the wily buyer of advertising space to use their papers, and later as publishers and owners have made them friends. It looks as if their fight for the largest office in the land would be a friendly, upstanding one.

Publisher Cox said of Publisher

Harding in the *Dayton News*: "Warren G. Harding, the expressed choice of the Republican Convention, is a charming gentleman of clean character and fine reputation as a citizen. The *News* extends to him in his hour of triumph its felicitations."

Publisher Harding said of and to Publisher Cox:

"I recall a much remarked cartoon, which portrayed you and me as newsboys contending for the White House delivery. It seems to have been prophetic. As an Ohioan and a fellow publisher I congratulate you on your notable victory."

To which Governor Cox replied, "I accept your message as an evidence of the fraternal impulse which has always characterized the craft to which you and I belong. I heartily appreciate the felicitous spirit which you have expressed."

PRINTERS' INK says to the next President, be he Publisher Harding or Publisher Cox: "Congratulations, Mr. Publisher President. May your administration and your conduct in the high office to which the people have elected you shed an added lustre upon the great and glorious businesses of publishing and advertising."

Senator William Dennis Is Dead

Senator William Dennis, president of the *Halifax Herald*, died on July 11 at Boston, in his sixty-fourth year.

Senator Dennis was also owner of the *Halifax Evening Mail and Sunday Leader*. He was appointed to the Dominion Parliament in 1911 and was called to the Senate in 1912.

Carr Speirs Will Join Ross- Gould Agency

Carr Speirs, advertising manager and assistant sales manager of the Frank Adam Electric Company, St. Louis, will join the Ross-Gould Advertising Agency, St. Louis, on August 1.

Bert Butterworth With "Drug Topics"

Bert Butterworth has been appointed Pacific Coast Advertising manager, with principal offices in Los Angeles, Calif., of *Drug Topics*, New York.

New York Agency Formed By Sackheim & Scherman

The advertising accounts of the Brann Publishers, New York; Sherwin Cody School of English, Rochester, N. Y.; Patterson Civil Service School, Rochester, N. Y.; Radio-Round Incubator Company, Wayne, Neb.; Lewis Hotel Training School, Washington, D. C.; Bickmore Company, Old Town, Me.; Bleadon-Dun Company, Chicago, and the National College of Literary Arts, are now being handled by Sackheim & Scherman, an advertising agency recently formed at New York.

The organizers of this new agency are Max Sackheim and Harry Scherman. Mr. Sackheim for the last five years has been with Ruthrauff & Ryan, Inc., and has been secretary and production manager of that agency. He has also been with J. Walter Thompson, Inc., New York; Sears, Roebuck & Co., and Taylor-Critchfield Company, now Critchfield & Co., at Chicago.

Mr. Scherman has been treasurer and general manager of the Little Leather Library Corporation, New York, since its beginning five years ago, and before that time had been with J. Walter Thompson, and Ruthrauff & Ryan.

D. C. Grove, Blaw-Knox, Ad- vertising Manager

D. Clinton Grove has been made advertising manager of the Blaw-Knox Co., steel product manufacturers, Pittsburgh, Pa., succeeding George Land. Mr. Grove was recently with A. S. Cameron Steam Pump Works, New York.

Leo Robin, who has been engaged in newspaper work in Pittsburgh, was recently added to the advertising staff of the Blaw-Knox Company.

"Fashion Art" Adds to Staff

David J. Gillespie, formerly with *Country Life*, and for the past four years with *Harper's Bazar*, New York, now represents *Fashion-Art*, Chicago, in New York State and the Philadelphia and Southern territory.

O. W. Hull will continue in the New England States for *Fashion-Art*, and both Mr. Hull and Mr. Gillespie will cover New York City.

Frowert Agency Has French Automobile Account

The Percival K. Frowert Company, Inc., New York, has been appointed advertising representatives of Automobiles Delage, manufacturer of the French motor cars of that name. Space contracts are now being made with class publications. Color pages will be used.

Getting the Customer Younger

Reasons Behind the New Dress for Owl Cigars—New Following Obtained Through Shipments Made to Soldiers in France One of the Causes

STATISTICS for the year 1919 indicate that cigars of standard brands show a far greater advance in sales than they have enjoyed for several years.

"Prohibition has had a great deal to do with the increase in sales of the better brands of cigars," says Frank Harwood, advertising director of the General Cigar Co., Inc. "Cigars formerly sold in the average saloon were almost invariably low-profit, inferior merchandise. The smoker exercises more discrimination when buying in a cigar or drug store. Even the ex-saloon keepers recognize this. Many of them who have converted their places into restaurants have ordered our brands for the first time, even before waiting for 'a call.'

"We have also found in our experience that cigars are being smoked in increasing measure by the younger men. One reason for this, in our case, is the new following we secured through large shipments of Owl, White Owl and Robert Burns cigars which were made to

our soldiers in France during the war. In many cases these men, who had formerly perhaps smoked only cigarettes and pipes, became

converted to the cigar in a permanent way."

A chief characteristic of the advertising for Owl cigar, as most readers of PRINTERS' INK know, has been the use of large photographic heads. At first these heads were of ordinary citizens. Then came the war, and during that period Owl put on military dress and presented the soldiers of all the allied countries. At the close of the war a copy scheme was devised which presented the different States in character. The conversation between these States indicated not only the merits of this cigar, but brought forth in a striking way its national distribution.

As States do not yet come in unlimited quantities, it finally became necessary to determine what turn the photographs should next take. The growing tendency toward cigar smoking among young men suggested the use of more youth-



LAST HALF of ninth—

and I'm the batter up. Ouch! Two out—three balls and two strikes! Pitcher knows I'm weak and takes a chance on one right over the plate. *Bang!* Going—going—going! Fielder running—he trips! Catcher wrings his mit and sees the three of us come running home.

Well, that's how it feels when you take up with Owl Cigar. You've won the game! You've joined the pennant winners—and you'll never lose again—for that \$3,000,000 lead reserve keeps Owl always the same. Try Owl—that's my advice.

8c

General Cigar Co.
DEPENDABLE CIGARS
170 West 43rd Street, New York City



TAKEN FROM THE BASEBALL SERIES

ful faces, and the coming of summer suggested the sports and pastimes in which such men would be most interested. The pictorialization of sports also would permit in the photographs the introduction of accessories which would serve to differentiate the advertisements from each other. The first of the new series covers baseball, the greatest of American sports.

This will be followed by other advertisements on other sports and written in a similar vein. For instance, a disciple of Izaak Walton, holding aloft a sample catch, declares:

"Fishing isn't merely getting fish!

"It's getting sunshine. It's hearing singing brooks—it's feeling outdoor peace—it's letting go to get a firmer hold!

"That's why Owl goes with me. Owl's just made for fishing—makes the sunshine mellower—makes the brooks sing sweeter. Like a good rod, Owl is carefully fashioned. Every leaf is aged to mellowness—a \$3,000,000 leaf reserve attends to that. Try Owl—that's my advice."

ADVERTISING HAS BROUGHT IN MANY LETTERS

One of the by-products of this advertising since the introduction of photographic heads, has been an unusual amount of mail from all sorts and conditions of men—and even the women occasionally write commendatory letters and request the name of the model. The letters include those who are looking for lost relatives or friends; those who are seeking an introduction, and the frankly curious.

The characters representing the different States brought letters from Chambers of Commerce and various State organizations, asking when their own State would be featured, and in some cases offering free photographs of typical characters. Judging by past experience, the General Cigar Co., Inc., expects confidently to see a turn in the correspondence toward letters from those interested in the sports now being represented.

Advertises in Order to Buy Cotton Goods

Unusual times bring unusual conditions and unusual advertising. Included in the advertising of these times are the advertisements of buyers of staple goods in large quantities who are seeking sellers.

There has been an increasing amount of such advertising of late. Recently in trade-paper advertising The National Cloak & Suit Company took large display space to advertise that it was open to buy various kinds of cotton goods. The kinds of cotton goods desired were specifically listed.

In this advertising, as in buyer's advertising in other fields, the same fact is revealed—the fact that a seller's market still obtains.

Off-the-Street Club Has Annual Benefit

The Off-the-Street Club, which is the official charity of the advertising men of Chicago, gave its annual benefit last week in the park of the Chicago American League Baseball Club.

The object was to raise funds for the maintenance of the club for the year and to give 1,000 boys and girls a day's outing. The entire programme was turned over to the youngsters and they were assisted by athletes and professional entertainers. Several weeks before the outing the club advertised for automobiles and trucks to take the children to the park. The result was that more vehicles were offered than could be used.

W. B. Griffin Advanced at Holmes & Edwards Co.

William B. Griffin, who has been with the Holmes & Edwards Silver Company, International Silver Company, successor, at Bridgeport, Conn., for some time, has been made advertising manager of the Holmes & Edwards organization.

Organization of the Harry Levey Service Corp.

Officers for the Harry Levey Service Corporation, New York, recently organized for the making of industrial and educational motion pictures, are as follows: Harry Levey, president; Herman A. Mintz, vice-president; Isaac A. Harris, treasurer; and Chester C. Kleber, secretary. It is planned to run the company on the industrial democracy plan.

"Electrical Experimenter" to Change Name

With the August issue the *Electrical Experimenter*, of New York, will change its name to *Science and Invention*. The new publication will contain a sixteen-page rotogravure section.

Philadelphia

the Third Largest Market in the United States, is One of the Best Cities in America for a Concentrated National Advertising Campaign

Philadelphia stands pre-eminent as "the world's workshop." In point of tonnage and number of vessels cleared it is America's second largest port, and in population it is the third city in the United States.

It constantly maintains its distinction as "the city of homes," of which it has nearly 400,000. About 150,000 of these dwellings are owned by their occupants.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers

The Seattle Star

has the greatest daily circulation
in the great state of Washington.

No premiums! No contests! The circulation supremacy of The Star is the result of editorial merit. The Star is sold only to people who wish to read it—without added inducement.

To cover the rich Seattle territory, the Star should "top" your list of Washington papers, because the Star reaches the largest number of possible customers. The Star is first in circulation.

Government Circulation Statements

April 1, 1920

The Seattle STAR..... 61,604

The Seattle Times..... 55,734

The Post-Intelligencer... 54,704

The Star was the only Seattle newspaper which defied the order to suspend publication, issued by the I. W. W. during the general strike. It was to The Star that Mayor Hansen wrote: "Your newspaper saved Seattle from revolution." The Star is a 100-percent-American newspaper.

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers Scripps Newspapers Scripps Newspapers

NOT all of the potential pulling power of a Scripps Newspaper is indicated to the advertiser by the circulation figures.

There is something more—something as valuable as it is intangible.

In many cities it has been the evident duty of a Scripps Newspaper to strike the bonds of misrule from the community, insofar as a newspaper, thru its vigor and earnestness of editorial expression, may be said to do so.

Because the citizens of these communities have faith and trust in the sincerity of Scripps journalism, these newspapers develop for the advertiser greater horsepower per unit of circulation.



Scripps Newspapers

Foreign Advertising Department
Union National Bank Building
CLEVELAND, OHIO

New York Office
Marbridge Building

Chicago Office
First National Bank Building

Scripps Newspapers Scripps Newspapers Scripps Newspapers

June Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of June, 1920.

Automobiles - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 81,885 lines. Next highest score, 78,393 lines.		
Books - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 8,287 lines. Next highest score, 5,376 lines.		
Churches - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 4,427 lines. Next highest score, 679 lines.		
Clothing - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 273,940 lines. Next highest score, 241,563 lines.		
Department Stores - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 473,267 lines. Next highest score, 291,189 lines.		
Out of the Loop Stores - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 44,474 lines. Next highest score, 20,091 lines.		
Educational - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 9,469 lines. Next highest score, 7,525 lines.		
Foodstuffs - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 46,078 lines. Next highest score, 37,223 lines.		
Furniture - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 33,953 lines. Next highest score, 23,297 lines.		
Household Utilities - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 17,820 lines. Next highest score, 12,511 lines.		
Jewelers - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 12,671 lines. Next highest score, 10,093 lines.		
Musical Instruments - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 32,754 lines. Next highest score, 19,142 lines.		
Publishers - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 29,338 lines. Next highest score, 19,751 lines.		
Real Estate - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 11,318 lines. Next highest score, 10,183 lines.		
Total Display Advertising - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 1,270,627 lines. Next highest score, 859,405 lines.		

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

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How the Gates Rubber Company Snatched Victory from Defeat

Three Thousand Dollars Indebtedness Seven Years Ago, a Half-Million in Advertising This Year

By Paul Findlay

TO buy a manufacturing business by going in debt \$3,000, then to find the business almost worthless, revamp it through evolving along new lines while scratching for a living and interest charges, and win out—that's worth while, is it not? It also evinces unusual initiative, courage and determination, does it not?

That's an outline of what happened in the case of Charles C. Gates and what he did about it. For years Gates had been a traveling salesman, running out of Denver. He had gathered up a few—very few—dollars and wanted to settle down at some job where he could be at home every night. Also, he wanted to be his own boss. So he looked about for a promising business, and he found one that promised very liberally. It was a small factory wherein covers for automobile tires were made and its field seemed due for wide development.

Why covers for tires? Because the Rocky Mountains are huge piles of granite which disintegrate with the slow process of the ages. If the sand which covers the valleys and lies thick on the mountain slopes and of which the primitive roads were built is examined under a glass, it is found to be angular and very sharp of edge and corner.

That kind of road at best is hard on rubber tires; and there are thousands of miles in New Mexico, Texas and Colorado which are not "at best" by a long way. The ruts are deep, the way uneven, the trail narrowing to a mere ledge along the mountain sides, and tires wear out rather rapidly—or did before they were improved and adapted to fit conditions, and before the recent era of good roads building was ushered in.

So somebody had designed a covering of leather, studded with rivet heads, to fit over tires used on protracted journeys across that rugged country.

Gates found this factory. The owners could be induced to part with it. Gates is naturally careful, but also he is naturally an optimist; so, after making what he felt was an adequate investigation, he found himself in possession of the factory as sole owner. He was also sole owner of a debt of \$3,000 for borrowed capital. That means he had staked his entire present and immediately prospective resources on this venture.

The business was there all right, too; but things looked different from the inside. He discovered that the covers could be sold in limited quantities, but repeats came slowly, and at best it was a mail-order proposition, one or two covers at a time on an order. Why? Well, let's examine that sand again.

TACKLING THE REAL PROBLEM

Have you ever walked across a sand lot in a pair of low shoes? Then you know how your feet felt after you had gone a few yards. You had to take off and shake out those shoes. Probably that was nice, soft sand. Suppose it had been sharp, angular, flinty sand? Get the idea? It was the same with those covers. They fitted closely—but not sand-tight—about the tires. The sharp sand got in between the cover and the tire. It cut both ways—into the outside of the tire and the inside of the cover; and what it did to both was a plenty. There was grave question whether the cure was not worse than the disease.

Here, then, was revealed the real problem, and Gates was the

kind of man to tackle its fundamentals. If the sand got in, it must be excluded. To exclude it, the cover must be fastened permanently to the tire. Nothing better than vulcanizing; and if vulcanizing, then the right material to use was fabric and rubber. And if these were used, why not apply the cover to any tire—why confine its use to mountain trails and granite-sand roadways? Thus applied it would be in effect a new tire bottom—a "half-sole."

It did not come all at once just like that. It was not easy nor was the execution of the idea ready at hand. Moreover, the factory must be kept going to earn the daily wages, the living and interest charges. They were days of labor and nights of study for Gates. Slowly, precariously, but steadily, the new department was installed. Almost immediately it became the mainstay of the factory and the original cover became a secondary product.

The next and entirely natural development was the manufacture of tires; then tubes; and those are the principal items of production to-day.

The whole history of this development goes back only to 1913. To-day Gates occupies a wonderfully modern plant on the outskirts of Denver—not so exceedingly far out, either. No sooner is a new unit ready for occupancy than another is needed and begun forthwith. That process has been continuous since he was graduated from the circumcision of the original little factory shack.

Not a bit of the development has been based on borrowed capital. The \$3,000 he borrowed to take over the business originally has been his only debt. The enterprise has been built on and developed out of profits, and Gates is the sole owner. In 1919 he made \$10,000,000 worth of tires alone; and there have been any quantity of half-soles, belts and accessories; but I am getting ahead of my story.

The leather covers are still being used, but only in a limited

way, and for travel over the worst roads. In cutting the covers there was considerable waste which had been sold for little or nothing. One day Gates picked up a few pieces and conceived the idea of making halters. Investigation failed to find that a single halter was being marketed with an identity behind it. Halters lay in harness shops and hardware stores just as halters, and sold themselves. Gates decided to make a corking good halter, to brand it and put behind it an unlimited guaranty. To each Gates halter was attached a card on which was his name as manufacturer and guaranty, and the card was attached to the halter by a bit of leather thong. On the card was the statement that the thong was a sample of the halter stock—regular, not selected—and suggested that the inspecting purchaser might test its strength for himself by trying to break it.

It's natural instinct for any man to fall for such a suggestion, and it is right in line with any husky farmer's psychology. So nineteen times in twenty he'd try the strip and fail to break it. Then he not only felt an added degree of respect for the maker of halters who used such good material, but, reading further, he learned that there was no time limit to the guaranty; any time the halter broke or failed in any particular, he could have a new one for the asking.

Naturally, Gates halters became known wherever horses were used, and the production in 1919 was 312,000. Gates thus runs probably the largest halter factory in the world.

FAN BELTS NEXT DEVELOPMENT

But horses are becoming a passé institution, or at least there are not so many outlets for halters as formerly. But fan belts—why, there's apparently no limit to the demand for them now; and that promises to hold while gasoline is produced or any other fuel to replace it. So Gates started to investigate the field for fan belts, and he learned a lot.

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200 kinds and styles on the market. Even with 1,500 distributing stations, it was quite possible for a man stranded with a broken belt to fail to find one to fit his car. Gates learned that he could fit 90 per cent of all cars in the country with ten different belts, embracing all kinds and styles within that number. Thus he could avail himself of the services of 1,500 distributors who, in turn, would be relieved of an immense burden of surplus stock while being equipped more completely to fit practically any sort of car than ever before.

WHAT OF ADVERTISING?

On this plan he had the outlet and was able to turn out about 9,000,000 belts of all kinds last year. Of these he contracted for 7,000,000 assorted sizes and shapes, and 1,800,000 of a special brand and shape he developed at the commencement of his fan-belt making experience.

For a year or two Gates' dis-

tribution was limited to a circumscribed area; but the minute his half-sole was developed he got wide distribution by means of exclusive half-sole agencies. They extended over the length and breadth of the land, and, having a feature all their own because of exclusive agency control, they advertised liberally each in its local field. This local advertising, broadcasted over the country, was the introduction of the half-sole to the public.

But as soon as distribution was approximately general, so that Gates had something he could advertise himself nationally, he got busy with the clarion. In 1919 his appropriation of \$500,000 enabled him to use the largest national mediums. For 1920 his appropriation is \$750,000.

This for a man who seven short years ago was in debt \$3,000 for factory purchase money and who had on his hands a business the chief asset of which had been its fine promises makes what

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

looks like a pretty good showing.

Many wonder why a plant like that of the Gates Rubber Company should be located in Denver; or why, if set down in such an "out-of-the-way" place, it should not be moved to a more "central" location—Akron, Ohio, for example.

But did you ever stop to think that the principal raw material, rubber, comes from tropic countries which, almost without exception, border the great Pacific Ocean? Also, does it occur to you that long-staple cotton, used in tire-fabric, is grown in Arizona and Southern California in perfection and abundance? These products are nearer Denver than they are Akron. Fact is, much, if not most, raw rubber finds its way eastward from Pacific ports by rail or water rather than westward from Atlantic ports. So Denver is directly in the pathway of commerce, and rubber dropped off there for manufacture is on a similar footing to the old milled-in-transit flour of the wheat barons.

Then there are other features. Denver is located on a vast plain which lies at an altitude of just one mile above sea level. There is ample room to expand any factory on ground which is plentiful and cheap. The climate—no, I am not boosting Denver; I am merely stating plain facts to show why Gates stays there—is a factor. A fine, salubrious climate is an asset in any business. A climate which heals the sick will operate as effectively to keep folk well; and health and happiness are widely recognized synonyms. Men like to live as they go. Workingmen are no exceptions to this rule. They like to have homes of their very own amid pleasant surroundings, where their children can go to fine schools within easy walking distance of their dooryards, where they are secure from evil influences, the baleful atmosphere of belching chimneys and where they are safeguarded from other dangers of proximity to factories.

Workers who enjoy such ad-

vantages and own their homes are apt to have fixed habits. They are not liable to succumb to the lure of the outlaw strike-inciter. Fair wages and a square deal will hold them contented to their tasks. This factor of climate plays a big part in Denver factory life and in Gates' ability to get and retain a full quota of willing, satisfied workers.

Further, the distance from Denver to Akron is no greater than the distance from Akron to Denver. There is no place in the country where motor cars are not now in constant use, and they do say the increase in the West is something tremendous. Why, the Goodrich people have just erected a big plant in Los Angeles and have contracted for all the long-staple cotton that can be grown on many broad acres in the Imperial Valley of California. That cotton will be milled and woven into fabric right in Los Angeles, just as a great quantity is already being woven in San Francisco.

Gates' tires and fan-belts, his halters and half-soles, are distributed as freely in Massachusetts as in Missouri, in San Antonio as in St. Paul, and they are all made in Denver. Moreover, he has no intention of moving elsewhere.

All of which establishes perhaps the soundness of the contention that if you get a wallop you do not have to lie down under it, and if you get stung you need not stay stung, but instead can develop a line of commodities with which you can become a successful national advertiser, provided you have some of the qualities that enter into the makeup of Charles C. Gates.

L. L. Eyster Joins W. J. Bryan Agency

Leonard L. Eyster, formerly with Donovan-Armstrong, Philadelphia, has become a member of the copy staff of the William J. Bryan Co., New York. Mr. Eyster was for some time in the diplomatic service, attached to the American Embassy at Madrid, Spain. His initial advertising connection was with the Richard A. Foley Advertising Agency, Philadelphia.



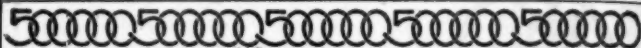
"Food—The Soil For Life"

An article by Dr. C. Houston Goudiss, in THE PEOPLE'S HOME JOURNAL for July-August 1920, gives the reader new viewpoints upon the vital question of food. It arrays food facts and presents food arguments in such a forcible and original way that in reading it we believe your time will be well spent.

We also commend Dr. Goudiss' article to you because it clearly outlines the foundation upon which the JOURNAL'S Food Department rests. The sole aim and purpose of our efforts in this field is to guide and assist our readers in the selection and preparation of foods best suited to the cultivation of perfect health, both physically and mentally.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family



Ask Leslie's

FOR many years Leslie's has supplied to the readers clean-cut, authentic information bearing upon investment securities and automobiles. The inquiries have come in thousands to the financial and motor departments—and the answers have gone back promptly, comprehensively and free of charge. And Leslie's service departments became great established institutions.

And then, as time went on, new inquiries came in, questions that branched out into the field of business generally. And Leslie's with a reputation to maintain as information bureau went out and gathered the material wanted. And now formal announcement is made that as a result of this experience, you can ask Leslie's anything pertaining to business. Glance over the questions listed herewith—do they suggest anything that *you* want to know?

FRANK L. E. GAUSS

Advertising Director





TEN TYPICAL QUESTIONS

What kind of a bonus system can I install to get greater efficiency from my truck drivers?

Will it pay to buy adding machines for use in my wholesale hardware business?

What are the different kind of sprinklers and how do they affect insurance rates?

Will a furnace regulator reduce my coal consumption this winter?

The masons are on strike here. How can I make a necessary addition to my factory?

Is the individual drive more economical than the larger power unit in a large machine shop?

In view of the high price of coal, should I install an oil burner under my boilers?

What is the best kind of roofing for my summer camp in Canada?

Can paint intended for interior work be used for porch floors?

Would it pay me to install my own water pump and electric lighting system at my home, located ten miles from the city?

Leslie's

Illustrated Weekly Newspaper

225 Fifth Avenue, New York

Half a Million Guaranteed

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Try it out in Representative Milwaukee

FRIENDS

Friends are people who have faith in you. They have faith in you because they believe you to be right.

The Journal has more friends in Milwaukee and Wisconsin than any other newspaper. During the 38 years of its existence The Journal and Milwaukee have become friends—warm friends. For 38 years the people of Milwaukee have maintained their faith in The Journal because they believed it to be right.

Today, as a result of this faith, 4 out of every 5 English-speaking families in Milwaukee read The Journal every day.

The confidence of these readers extends to The Journal's advertising columns as well as The Journal's news. They must have confidence in your merchandise before they will buy. You can secure this and cover Milwaukee at one cost by concentrating your advertising in The Journal. It must pay others because The Journal prints more advertising than the other Milwaukee newspapers combined. It will pay you, too.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

Boston Marketmen Advertise to Justify the "Middleman"

Fruit and Produce Exchange Advertises Present-Day Conditions in Connection with Production and Distribution of Foodstuffs

"HOW few of us stop to consider the important work which is being carried on to feed the inhabitants of our great City of Boston 'while the city sleeps!' The food production of Massachusetts—of New England, in fact—is very, very limited. If our citizens depend solely upon our own production for the food supply they will starve indeed."

This is the first paragraph of an unusually interesting advertisement—one of a series of a campaign, which is being staged in Boston by the Fruit and Produce Exchange. Careful consideration has been given in presenting the valuable functions performed by the marketmen or middlemen in helping distribution of merchandise that depreciates quickly through waste.

It is forcibly brought out that considering the great overhead expense necessary to do business, and since merchandise must be turned over very quickly for immediate consumption in the fruit and produce line, there is not much time accessible for profiteering as has been charged.

The production of pork and its by-products in Massachusetts in one year is shown to be sufficient to supply the inhabitants in that State for only one week; that sheep raised there in the same length of time would last but one day; and other comparative examples are given.

"We tax the limits of the earth, at recurring periods of each succeeding year, every island, every peninsula and continent, for their resources to supply us with food for a consideration to the investor, which, in proportion to the investment and the risk, looks infinitesimally small! All Europe, Asia and America send their contributions in butter, cheese, eggs, poultry, vegetables, produce, beef,

lamb and other products, so that the inhabitants of our great city may have a steady supply of food for consumption in season and out of season by reason of the help of our cold storage."

Food thus furnished is a highly speculative commodity, subject to sharp competition by reason of many diversified interests engaged in the business, sold at a rate of profit running from loss to one and two per cent net, except unusual markets, the merchants depending on the volume of business rather than on individual sales for existence.

SMALL MARGIN OF PROFITS TELLS THE REAL STORY

It is told that while the commissions charged remain stable, as in pre-war days, the overhead charges, interest on large borrowings on account of higher prices, have increased enormously, so that the margin of profit is surprisingly small.

"Who are these men who dive their fists in the pockets of their jeans and produce the necessary capital to bring the vast stores of food to feed us, while the big city sleeps?" is asked. It is answered, "They are the merchants who congregate in the purlieus of Faneuil Hall and Quincy Markets, where their fathers, grandfathers and predecessors have bought and sold food commodity."

The intimate connection of the law of supply and demand, coupled with good transportation facilities as regards the business of these merchants, is strongly brought out.

The advertisements are headed with "Facts from the Leaves of the Diaries of Our Merchants in Food Commodity Who Are Located in the Market District of Boston," under the caption, "While the City Sleeps," and the

advertising is issued in editorial style, set in straight non-display type.'

Each message contains a sub-heading which briefly outlines the points that have been brought forth. No display is used, yet the advertisements are readable and most interesting all the way through.

The messages tell of the accomplishments of the merchants, their incentive to profits, Government control of railroads and food prices, and their relation to the destruction of food at wholesale.

Profit and profit baiting is strongly brought forth by the citing of a number of instances in which it is questioned whether there is a standard of profit, and if there is, what is the fixed standard.

"Will the food-buying public understand that the presence of the middleman is a blessing?" is asked. And continuing, "Without the middleman, the public will suffer. He makes the investment at his risk, he brings the commodities for the benefit of the public, and he must sell them in a highly competitive market. His losses are his own, the public does not repay him for them; and his gains never exceed on an average one per cent net."

An interesting test is put to the public as follows: "Try this experiment for your own satisfaction. Send for a crate of oranges from the growers, directly, or a crate of eggs from the farmer in the East or West, from Maine or Wisconsin; eliminate the middleman and note the cost. If the eggs, charging the breakage to the good ones, and the oranges charging the rots to the sound, plus other costs of packing, trucking, freight, not including risk and investment, etc., do not cost at least one dollar per dozen to the consumer, the need of elimination of the middleman will be cheerfully conceded."

To this is added, "The middleman is a public benefactor, his usefulness is an acknowledged fact, and his existence, as part of the

highly organized business of the food merchant, is well established."

The campaign is published with a view to broaden the scope of understanding and to remove the stigma of profiteering which is usually thought of in connection with the middleman.

Chicago Advertising Council Will Increase Activities

The advertising council of the Chicago Association of Commerce has organized two new departments. One is a committee devoted to moving-picture advertising and is headed by A. L. Erickson, of Armour Company. The other is a committee on foreign trade, the chairman being W. G. Wendt, of Critchfield & Company. The activities of these committees will begin early in the fall. The moving-picture committee will put on programmes considering such subjects as the use of industrial films for advertising and selling and Americanization work, also for the instruction of employees in machine operation. The foreign trade committee will pursue its work along the lines of the proposed Latin-American trade promotion, followed by the Associated Advertising Clubs of the World in this country.

New Publisher's Account With J. W. Blake

J. W. Blake, Advertising Agency, Yonkers, N. Y., will handle the advertising of a new publishing firm, Fairfield Publishers, Inc., New York.

This new publishing firm will publish a general line of special editions of books which will be marketed exclusively by mail.

William G. Clifford, who was formerly with Ruthrauff & Ryan, Inc., New York, and who at one time was head of an advertising service agency in Chicago, is president; and Emil H. Schwed is secretary and treasurer of the new publishing company.

C. N. Fleming With H. S. Crocker Company

Charles N. Fleming, who has been advertising manager of *La Capitale*, an Italian newspaper published at Sacramento, Calif., recently became manager of the printing and bookbinding department of the H. S. Crocker Company, Inc., of Sacramento.

W. R. Howell Joins Martin V. Kelley Company

Walter R. Howell, recently with Brooke, Smith & French, Inc., Detroit, has joined The Martin V. Kelley Company, Toledo, O.

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Selling the Consumer via the Dealer by Direct Mail

Time-Tested Campaign of the Pittsburgh Water Heater Company That
Increases Sales and Disperses "Seasonal" Idea

By Albert E. Haase

SEVERAL years ago the Pittsburgh Water Heater Company inaugurated a plan for selling its water heaters to consumers, through dealers, by direct-mail advertising. It has provided, and still provides, national advertising and dealer sales service that enabled the dealer to tie up with the national advertising.

Last year the results brought about by its direct-by-mail plan were so satisfactory, and in some cases so "fairly sensational," that this year the company's direct-mail advertising plans have been made more elaborate. The plan calls for a typewritten letter and two booklets, supplemented by a card invitation to witness a special demonstration of the heater.

All of this direct-mail literature is imprinted with the company name and address of the dealer.

The dealer's only worry in the beginning of the campaign is the preparation of a mailing list. And even on this point he is given specific advice: "Do not jump at the conclusion," the company tells him, "that you will take advantage of this publicity—hunt up an old list of prospects and after the campaign is arranged, sit back and wait for results. They will not come. The most essential feature that enters into the preparation of a campaign is, of course, the list of prospects to be circularized. Great care should be taken to secure the names of people who own their homes and are in a position to purchase a 'Pittsburgh' water heater. Do not try to compile lists from a telephone book or directory, unless you are absolutely sure that the names of the prospects you select are in the above class."

For this list of prospects the

company prepares not only the letter and literature, but also addresses the envelopes and arranges the literature and letters in the envelopes. All of the ammunition, expressed to the dealer, and marked with definite release dates, is ready for the dealer to drop in his local post office.

If the dealer prefers to name the mailing dates he is generally advised to mail the three sets of material which have been sent him at intervals of seven days, and to release the demonstration card about three or four days in advance of the actual demonstration dates.

PERSONAL WORK MAPPED OUT FOR THE DEALER

After the literature has been mailed the dealer is called upon to make a second effort as part of the campaign: The prosecution of a follow-up plan. He is helped by the company in his follow-up work. At times he is aided by a representative of the company, but he is always given the following advice:

"While the mailing campaign is the hub of our service, it is not all-sufficient. This fact must be kept in mind. To depend upon the inquiries and calls in response to letters and literature would, of course, spell failure. The salesmen must go out after the prospects.

"Every prospect on the list should be personally seen just as early in the campaign as possible. Each prospect should be carefully studied at the first interview, further follow-up to be determined by that study.

"We furnish a complete card transcript of your list for this follow-up. These cards serve a double purpose. First—as leads

for your salesmen, and second, as a permanent record of all activities. Notations of interviews should be kept thereon, and cards filed under dates when you think another interview is apropos. As the salesmen go about their regular work, they will pick up many sales that were started during the campaign."

IMPORTANCE OF DEMONSTRATIONS STRESSED

Since the entire campaign is arranged to bring the user to the dealer's store, the company takes especial pains to stress the importance of the demonstrations, and tells the dealer:

"You must have in your display room at least one 'Pittsburgh' heater connected to water and gas in order to hold a demonstration. The heater should be set in a prominent place close to a lavatory, so that the prospect may turn the faucet and see the heater operate. Everyone will purchase more readily if he can see the heater in actual operation, and then, too, it is easier for you to explain its merits when you have the prospect actually operating the heater.

"The demonstration date should be in the fourth week of the campaign. The length of time given to this special demonstration is optional—depending entirely on the size of the campaign."

One of the chief virtues of this plan is that it emphasizes more strongly than it is believed possible to do in any other way an idea that the Pittsburgh Water Heater Company wishes to instill in the minds of its dealers: the idea that its product is not a seasonal article.

Of course, the only test of the worth of this elaborate direct-by-mail plan, with its removal of much detail work from the shoulders of the dealer, is the answer, furnished by its results, to the question: "Does it increase sales?" H. G. Mentzer, advertising manager of the company, says it does—and appreciably so. He has made a check of the campaigns conducted in April of this year,

and has found that in eighty campaigns, which were under way in that month, in many instances dealers have sold more water heaters in the special demonstration week, which the campaign so admirably leads to, than they had formerly sold during a period of many months.

St. Louis Believes in Paid Advertising

ST. LOUIS CHAMBER OF COMMERCE
ST. LOUIS, Mo., July 8, 1920.

Editor of PRINTERS' INK:

As you perhaps know, St. Louis as a city is a very great believer in giving its messages through paid advertising space.

St. Louis has been one of the few cities to use paid copy in building up its Chamber of Commerce membership; it used newspaper space of a substantial size in encouraging the census-taking; paid space was used in a recent campaign to put over a bond issue for public improvements. This city is now spending in its first year of national advertising \$50,000 in what is termed a specific campaign to encourage industrial growth.

For that reason, I would say on the face of it that the practice of advertising as displayed in Louisville's attempt to maintain open shop could be heartily approved, but as to the principle, I could not freely declare myself as to the attitude of our St. Louis business men—we are just now taking a referendum which really involves an attitude on this question. I do believe, however, that a great many of the existing difficulties between so-called capital and labor emanate from either a misunderstanding or mis-statement of conditions. Surely in such a case nothing so clearly sets forth or defends an attitude as paid space, in which the purchaser has every means of expressing himself in exactly the language and the manner in keeping with the policy involved.

W. B. WEISENBURGER,
Assistant General Secretary.

New York "Morning Telegraph" Now Ten Cents

The price of the New York *Morning Telegraph* has been doubled. It formerly sold for five cents, and in one jump has been advanced to ten cents. The higher costs of paper, printing, labor, etc., is given as the cause of the increase.

New Baltimore Agency

M. E. Harlan, who has been engaged in development and promotion work for the Baltimore Opera Society, has opened an advertising agency in that city.

"Making Dad Like It"

"Not long ago I came back to the old farm to become a partner with my father.

"I knew, of course, that he had some old-fashioned ideas, but I was greatly surprised when he told me he didn't believe in farm papers—and didn't want them in the house.

"I knew, too, that this was simply prejudice.

"So I subscribed for your paper and was astonished to see him pick up the first copy when it came. I watched him closely, and saw that he was soon reading the entire paper through.

"Now he is the first to get the paper when it comes—and first to grumble if it's late. . . ."

This letter came to the editor of Capper's Farmer and only reinforces our conviction that when a paper has a real, definite, serious mission its subscribers readily recognize its real worth.

And advertisers, who realize how an intensive interest in the editorial columns reacts most favorably to the advertising columns, are glad enough to have their sales message in that kind of a paper.

Begin this fall to put **your** advertising message in the hands of the more-than-seven-hundred-thousand farm homes reached each month by Capper's Farmer—and see what it means in the sale of your goods.

Most advertisers know that Capper's Farmer, together with the other sections of the Capper Farm Press, cover in a very effective and economical way the World's Greatest Farm Market—the Midwest.

Capper's Farmer

ARTHUR CAPPER, Publisher

MARCO MORROW, Asst. Publisher

TOPEKA, KANSAS

Branch Offices in

Chicago, New York, Detroit, St. Louis, Kansas City, Omaha, Oklahoma City



Selling "Twilight Sleep" and turret lathes

A few years ago the public at large was well "sold" on "Twilight Sleep" by a lot of wonderful publicity in journals of popular appeal. But "Twilight Sleep" was never nationally adopted because the medical publications never "sold" its practicability and practice to the medical profession. The doctors learned of it only through the general publications,

which they read for pleasure and *not* as authoritative guides to their work.

Just so, in marketing engineering equipment and supplies, you must reach the buying engineer not when he is thinking, as a *man*, of amusement, culture, or the Mexican situation, but when he is thinking, as an *engineer*, of his business and its immediate needs.

And the authoritative mediums to which the engineer—civil, mechanical, electrical, chemical or mining—looks for the up-to-the-minute news of his field are the eleven McGraw-Hill publications.

These eleven dominant technical journals go to hand-picked readers, a circulation open to the minutest study by the man who buys space on data, tapping buying fields the hugeness of which is barely *suggested* by the \$500,000,000 which will be spent by engineers on hydroelectric development in the Far West, the \$1,000,000,000 which electric railway men disburse annually, or the \$3,000,000,000 which other engineers must spend, by 1925, to build 100,000 miles of American highways.

The 11 McGraw-Hill Publications

Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Engineering News-Record
Ingeniería Internacional

McGraw-Hill Co., Inc.
Tenth Ave. at 36th St., N.Y.

Engineering & Mining Journal
Chemical & Metallurgical Engineering

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?



Third of Continent Traveled by Indianapolis *Auto Accessory* Salesmen

Indianapolis is one of the largest distributing centers for automotive accessories in the world. Salesmen from the eight larger houses in this city sell \$17,000,000 of merchandise in eighteen states. The buyers in these houses in Indianapolis stock merchandise with which they are familiar. A careful census showed that every buyer of automobile accessories in Indianapolis is a regular reader of *The News*. The Indianapolis News is almost a *national* advertising medium. Through its jobber influence it brings sales results far beyond its rather limited circulation radius.

Send for booklet—"Seven Studies in Distribution"

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Next to Advertising Matter

A View Into the Future, When Values Are Reversed

[EDITORIAL NOTE:—Under this title in the *New Republic*, the writer pays her respects to the make-up policy of certain magazines. The distinct touch of irony will be appreciated by men whose copy runs next to reading matter.]

THE other day I had a letter from my old friend, Wellington Pierce, announcing that his new serial had been accepted by *McFord's Magazine* upon the most advantageous terms he had ever made, \$150,000 for six instalments.

"What do you think!" he wrote. "They like *The End of the Arc* so much that they've promised to use the first chapter in the *Rolls Royce* section. It's the best yet—I've always been with the *Templars* and *Saxons*. Now I can boost my price again."

It was great luck, and Wellington deserved it. No one in my acquaintance has made such a study of magazine needs and policies. He knows the classification and copy of every type of advertisement, and that he could land a serial in the high-priced automobile section of the most popular monthly, with the biggest circulation in 1930, is a result not only of genius but serious study. Esther Roberts, one of the most promising members of our old writing club, petered out simply because of her lack of adaptability. Her best short story was not aimed for any particular advertising section and she was lost among the linoleums and varnishes. My own novelette would have been a greater success if I had followed Wellington's method. My story was so general in its allusion that it was fitted in according to space with the hosiery and ready-to-wear waists. The drawings from this section were so spirited that the subtlety of my work was lost.

Wellington is easily the leader of the new school of magazine writers. Years ago he saw the trend in the magazine world, and instead of becoming peevish and mooning about art and literature,

he set about to develop something new in fiction. His first great success was about ten years ago, in 1920, when *Everett's Weekly* published his "Prairie Lovers."

Wellington planned this story to fill the first page of the reading section and run over into the advertising. He counted his words so carefully and planned the run-over so well that in the great elopement scene, when Reginald, the hero, said that the car was ready, you turned to page 152 and there was a full picture of a Packard with the caption, "Always Ready for Any Emergency" and Alice and Reginald were in the act of stepping inside. The elopers made a good start and were well up the hill, just outside the town, when there was the terrific sound of a blow-out.

"This could never have occurred," said Reginald, "if I had put on a Fisher-Weston tire instead of thinking I could save money by using a Jackson-Jones, which has no wearing quality."

Wellington arranged the dialogue in such a way that it led directly to an illustration, showing Reginald and Alice looking at the flat tire in dismay. The caption announced, "This Could Never Have Occurred If He Had Used a Fisher-Weston Tire."

Wellington, however, was too good a magazine man to suggest an unhappy ending. Reginald patched the tire with Beemoth's Tire Tape. At this point the story was promoted to a centre column with strings of Beemoth's Tire Tape dangling on one side and various automobile accessories carried on the other.

The *Prairie Lovers* finally reached the prairie and then came the climax which showed Wellington's skill at its height. From the back of the car, Reginald drew out their future home, as easily as a magician draws rabbits from a silk hat. A few loose boards, and behold! Skinner's

Portable Bungalow, ready for occupancy without the use of hammer or nails. The story might have ended there with the usual "and they lived happily forever after," but Wellington is a realist, and he went on to show the first meal in the little home, bringing in all the brands of canned goods, the fifty-seven varieties and the instantaneous pan-cakes.

The Prairie Lovers created a sensation in the advertising world and Wellington was offered huge sums to write around various commodities. His letter to me, with the news that he had at last broken into *McFord's Magazine*, shows how well he used his opportunity. He was not only one of the well-paid writers of the time, but he had a position of distinction in the make-up.

His news started me on a train of reminiscences and made me realize what changes ten years had brought in the magazine world. In my day, as associate editor of *Every Woman's Way*, we were in a transitional period. There was a hangover of the tradition that magazines must have some literary quality. We felt obliged to carry a few regulation stories, with no connection whatever with the advertising, and some poems and special articles. In those days authors had no idea of the value of advertising space and wanted whole pages for their work. We were continually in trouble trying to place them where they thought they would be read. Sometimes a fine insurance story or an electrical adventure had to be relegated to the back of the book and an ordinary "he and she" romance used in the front pages.

I picked up a copy of *McFord's Magazine* for January, 1930. It certainly is an improvement. It makes the old type of magazine look as queer as the one large wheel bicycle or the early horseless carriage. In the first place, the girl is off the cover. What a time we used to have to find a pretty girl in a new pose every month. We had exhausted the

flower-smelling, powder-puffing, the valentine and the Christmas girl and were always in quest of a new face and a new attitude. Now, when a business firm buys the cover outright and its own artist makes the drawing to order all that trouble is saved. *McFord's* pictured one of the new, inexpensive airplanes swooping down toward an alighting station on Fifth avenue. The page was bordered with little airplanes doing somersaults, diving, flying upward and generally showing off. The whole effect was one of motion, life, speed. It was the apotheosis of vitality.

In the body of the magazine, *McFord's* represents the new arrangement adopted by all but a few extremely conservative periodicals. The poems are placed inconspicuously just inside the cover, where school and book advertising used to be. Hardly anyone except the authors and their relatives read magazine verse, and by getting it out of the way in the first pages the reader quickly finds the smaller advertisements. Having the stories on the outside columns and the advertisements in the centre column is another improvement on the old style. When the story was in the centre of the page it sometimes diverted the reader from the small drawings of brushes and combs, table silver and jewelry. Now the eye falls naturally upon them and the content of the story on either side is arranged to lead to them.

McFord's Magazine uses stories as such only in the first few pages, which correspond to the former advertising section. The body of the magazine is made up entirely of advertising, a good deal of it in article and fiction form, some of it simply full-page illustrations. *McFord's* pictures are always in colors and for sheer beauty they surpass anything we fondly used to call art. There are pages and pages of drawings; hunting scenes to show revolvers and rifles; landscapes with flowing rivers to show canoes and motor boats; mountain

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pictures for camping outfits, mansions and homes of every description, with cities beautiful as background. In the line of interior decoration, I have never seen anything more gorgeous than the full pages of oriental and American rugs and draperies. Household scenes showing families actually using davenports and armchairs, playing pianolas and reading books gave a note of human interest, always desired by editors.

This new practice of having only advertising illustrations must save endless pain in editorial offices. I could not help smiling as I recalled various harrowing episodes in *Every Woman's Way*. I shall never forget Marie Burke's rage when Herbert Wesley drew her heroine in a Poiret frock with high-winged slippers, the latest French fad, and the Arc de Triomphe in the background. Marie had specifically stated that Alda, the heroine, was athletic, that she wore sport skirts, sweaters and white sneakers. The story was set in an Adirondack camp, but Herbert visualized it in Paris. Eliminating fiction illustration is surely the happiest way of bridging that natural chasm between authors and illustrators.

To me, however, the most fascinating part of *McFord's Magazine* is the personality and success division. Beauty lotions, toilet powder, hair restorers and freckle removers have, of course, been developed to the utmost. The girl who used to be on the cover reigns supreme here, more gorgeous than ever, with pinkest cheeks, cherriest lips, blondest hair and most violet of eyes. But most of this appeals to younger or undeveloped readers. The gist of the magazine, the highest place it has attained in world literature, is in the advertising division on character building and money making.

Ten years ago this appeal to the finer traits of human beings, their ambitions and their desire for self-perfection, was just coming into vogue. Character development storiettes were in the pio-

neer period, simple, primer-like anecdotes. I remember one we used in *Every Woman's Way* called "Can You Remember?" It was the story of an evening party, amusing itself with memory stunts. Finally one of the guests performs a marvelous memory feat, so remarkable that the group is impressed beyond measure. At last he confesses that he has taken Smyth's Memory Cure and Mind Aid by Association. The January *McFord's* carries this advertisement, but the new version is like a Conan Doyle or E. Phillips Oppenheim story, with murder, mystery and a hair-raising climax. No one could read it without enrolling for the cure at once.

Speaking of cures, *McFord's* Health Section for January is worth preserving for reference. The old stuff, tell-me-what-you-eat-and-I'll-tell-you-who-you-are, and all the cruder physical education dope has been replaced by articles signed by well-known doctors and physical educators. In the old days, articles of this sort told you to eat well, sleep well and exercise, but it was all very general and gave no specific remedies unless you sent a stamped envelope for a personal reply. In the new magazine form, exercises are pictured in such an enticing way that only a lazy reader can refrain from waving arms and legs in rhythmic pursuit of health. Foods are shown in pages of illustrated layer cakes, biscuits and salads warranted to awaken the appetite of the most capricious. But the medicines and cures are what seemed to me so practical. All sorts of symptoms are described and the remedies given in such a way that an intelligent person can easily make a diagnosis and send for the remedy without going to doctor's office or drug store.

Decorative inspirational pages, once in fashion, have gone out completely and sermonettes and uplift articles have been replaced by "Personality's Magic Power," "How to Be Brilliant," "Does

Everyone Love You?" But these articles, which frequently advertise some metaphysical or psychological teacher are not in the simple form of 1920. All the details for practical application are suggested so that the most cynical and discouraged may find courage and optimism.

For love interest, without which no magazine is ever complete, romantic tales have been succeeded by practical talks and advice on the love life. The *McFord's* I glanced through after reading Wellington's letter had a remarkable section, "You Are Attracted by Your Opposite in Color," with full instructions for blondes and brunettes in the art of mating. This correspondence course, in its infancy of 1920, has revolutionized marriage and made divorce almost extinct. Once you place yourself in the color scale, harmony in marriage is assured. The fatal thing, and *McFord's* will not be responsible for the consequences of violation of this principle, is for blonde to wed with blonde.

In connection with books advertised in the love section, the illustrators are at their best. Following Wellington Pierce's example in adapting fiction to the advertising, remarkable types have been evolved in the drawings. The blonde in "You Are Attracted by Your Opposite in Color" is pictured in such a way that she fits in with a side section on women's apparel from shoes to hat. The art consists in achieving this without making her look like a fashion plate. The brunette, and all males are brunette if they would succeed in attracting women, who are always blondes, shows what men must wear in 1930.

In 1920 authors and advertisers were in hot competition for possession of the magazine world. By the law of natural selection and survival of the fittest, 1930 finds writers extinct and advertisers supreme. Nothing in *McFord's* is without definite purpose for advertisers. It is a perfect illustration of evolution.

Canada's Trade With United States Increases

Canadian trade, for the fiscal year ended with May, 1920, in the leading features, follows substantially the course of United States foreign commerce. Domestic exports, \$1,213,443,216, were \$10,000,000 less than in 1919 in contrast with a small gain in American exports. Imports, \$1,150,654,658, increased 22 per cent, and the export was not much more than a third of that of the earlier year.

Exports to and imports from the United Kingdom show respectively large decline and rise. French shipments are one-third those of 1918. Trade with Argentina expands on both sides. Exports to Greece and Belgium emphasize the importance of Canadian financing at two leading strategic points.

Commerce with North and South American countries with Hongkong and China, has developed with rapidity. Trade with the British colonies generally is at its highest value level.

Exports to the United States were \$60,000,000 higher than in 1918 and \$22,000,000 higher than in 1919. They exceeded those to United Kingdom, and formed 39 per cent of total domestic exports. Imports from United States were \$128,000,000 higher than in 1919, and were 72 per cent of all merchandise receipts. Canada has been heavily restocking with American raw material, including cotton, hides, leather and coal.

Explosive exports fell from \$347,000,000 in 1918 to \$8,000,000 in 1920. Exports of dairy products, meat, metals, iron and steel, of print paper, wood and wood pulp, advanced continuously.

Dyer Leaves Aluminum Castings Co.

B. Dyer, formerly manager of sales extension for the Aluminum Castings Company, Cleveland, is now sales manager for the lubricant department of the Acheson Graphite Company Niagara Falls N. Y., maker of "Gredag." Mr. Dyer will also have general supervision over the advertising.

New Account for Hopper Agency

The Hopper Advertising Agency, Inc., New York, is handling the advertising for the Star Massage Shower Spray, manufactured by The Fitzgerald Mfg. Company. Newspaper and magazine advertising is planned.

J. B. Mills Advanced at J. L. Hudson Company

The J. L. Hudson Company, Detroit, has advanced Joseph B. Mills, for the last six years sales manager, to the position of publicity director. Charles Koethen, formerly assistant sales manager, is now sales promotion manager.



Louisville Is Served by Nine Big Railroad Systems

Railroad transportation is one of the most important factors entering into the efficiency of a manufacturing city. Louisville, as a manufacturing city, with more than five hundred factories, is ideally situated from a railroad standpoint.

Nine big railroads, traversing the richest farm land sections, reaching all the big population centers and export cities and tapping the important sources of raw material, radiate from Louisville. Terminal belt line connections assure the best of traffic facilities for the efficient movement of all material and produce.

Louisville, Kentucky's principal manufacturing and distributing city, maintains a million dollar fund for the fostering of industries. Louisville's bank clearings were \$925,000,000.00 in 1919 and her industrial pay roll is \$23,000,000.00 annually. These are a few of the factors that make Louisville so attractive a try-out city for the national advertiser.

Advertisers who know prefer the advertising columns of

The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York

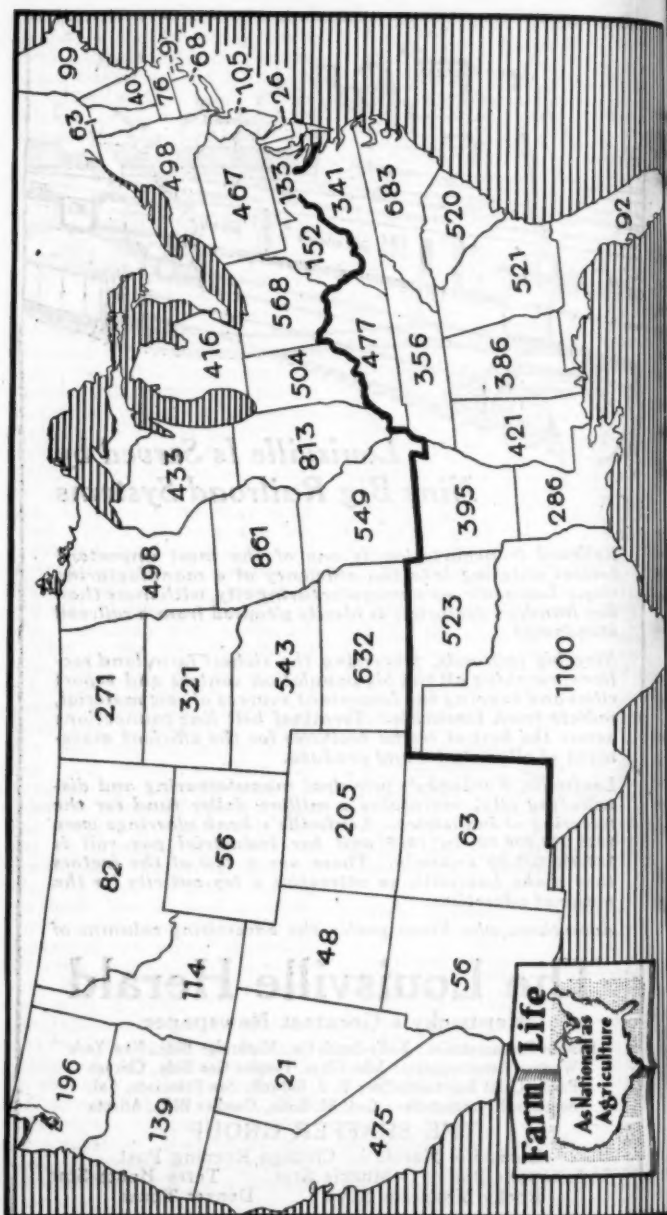
Western Representative: John Glass, Peoples Gas Bldg., Chicago

Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.

Southern Representative: Geo. M. Kohn, Candler Bldg., Atlanta

THE SHAFFER GROUP

Louisville Herald	Chicago Evening Post
Indianapolis Star	Muncie Star
Rocky Mountain News	Terre Haute Star
	Denver Times



See where the money is!

See Where the Money Is!

This map shows where $15\frac{3}{4}$ billion dollars made out of agriculture by farmers in 1919, according to the Department of Agriculture's estimate, went to. The money was spread plentifully over the whole country.

But here are some of the surprises: A southern State, Texas, led all the others in crop values. Of the 12 leading states, 5 were south of the Mason and Dixon line.

Georgia got a larger share than Indiana. North Carolina got more than Ohio. South Carolina did better than Indiana, New York, Michigan, or Wisconsin.

That tells you why auto dealers in the South are so much further behind in their deliveries

than those in the North; why pianos, phonographs, and similar luxuries have been selling so well in that section.

Farm Life is the truly national farm paper in whose circulation the South is represented at its full weight. It covers the South as well as it covers the rest of the country—and it is the only national farm paper that does. In the South as a whole it has as much circulation as any southern sectional paper.

Whether you use one, two, or three national farm papers, or one national in combination with a section paper list, there are excellent reasons for choosing Farm Life. Let us send you the statistics.

SPENCER, IND. Farm Life

Circulation 650,000

The Farm Life Publishing Company

THE JOHN M. BRANHAM COMPANY

Advertising Representatives

New York Chicago Detroit St. Louis Kansas City Atlanta

The **LARGEST PAPER**

In the State of Connecticut

**The
HARTFORD
Sunday
COURANT**

The **LARGEST
MORNING PAPER**

In the State of Connecticut

**The
HARTFORD
Daily
COURANT**

Gilman, Nicoll & Ruthman
REPRESENTATIVES

*World Bldg.
New York*

*Tribune Bldg.
Chicago.*

Hitching the Advertising to a Fad

This Is What Was Done for "Pelters" and the Fad Is Becoming a Stabilized Product

HITCHING one's campaign to a fad does not sound so idealistic as using the well-known star as motive power, and to the hard-headed business man who pays the advertising bill does not seem any more practical than the more lofty adage of copy-book fame. Yet when the campaign enlists the aid of dealers to such an extent that they get behind the fad—to change the simile and also the motive power—and push it into a fashion, and possibly prolong the fashion to a custom, it immediately takes on commercial interest.

That, in a figurative way, is what happened with leather coats. And it all came about so simply and quietly that the development of a national leather coat business seemed just as natural as the ripening of a Jonathan apple. Yet behind it all was a well-conceived plan that may be useful in turning other fads into fashions.

Before the United States entered the war there were so few leather coats worn in this country that they were negligible from the manufacturers' viewpoint. With that event two extensive uses developed for leather coats. One was by the aviators and the other by the troops who were sent to Siberia. In both cases a combined hood and coat was found serviceable, similar to the parka which the Esquimaux make of untanned skins.

Special designers and new materials were required for these coats, which resulted in a new industry. With the signing of the armistice, it seemed that this industry would lapse for lack of demand for its product. But a large number of aviators and soldiers returning from Siberia liked the coats, and after removing the hoods, found them adapted to such uses as motoring and topcoats in blustery weather. By imitation others were influenced to try them and found them pleasing. So the International Duplex Coat Com-

pany, which had been one of the principal manufacturers, found that calls continued to come for leather coats. But the company realized that the desultory orders that came in voluntarily were a precarious foundation for a business which was so nearly an independent industry. Was there a way to stabilize the business?

It may not lie in the hands of dealers to promote or kill a fad, but they can do much to accelerate or retard it. If they stock the goods and talk the article as being the "proper thing," sales will be made and each purchaser will become an advertiser, especially with such a conspicuous article as a leather topcoat. On the other hand, if the dealers with one accord knock a new article, call it a passing fad which is already in its decline, and refuse to stock it, they will cripple it if not kill it.

How to enlist the necessary support of dealers was a proposition of almost the same magnitude as transforming the fad to a custom. The first step was a series of strong dealer advertisements to occupy cover positions in the leading trade magazines. Realizing that the attitude of the dealers might make or break the campaign, the greatest care was used from the beginning in preparing the copy.

A trade-mark and trade-name were adopted which gave the advertising a semblance of permanence. The trade-name "Pelter"—suggested both by pelt, a skin, and pelt, the beating of a storm—was arranged in the form of a skin for a trade-mark. Because the coats had been made reversible, and at first called "London Duplex," these phrases were incorporated into the name, making it read, "London Duplex Pelters, reversible leather coats." The first copy bore down heavily on the popularity of leather coats in New York and the probable demand that would soon follow.

It was evident that there was some call for the leather coats, and the important thing was to convince dealers that the fashion was just starting and capable of great development.

BELIEVED TO BE A FAD IN 1919

As late as April, 1919, the largest manufacturer of the grade of leather used for coats was sure that the garment was only a short-lived fad. But so great was the confidence of the manufacturer that some consumer copy was placed in a magazine of national circulation. One of the purposes of this copy was to acquaint the public with the trade-name, and if possible make "Pelter" synonymous with leather coat; and as it was the only leather coat being so advertised, the result was quite satisfactory. A more important result of the consumer advertising was to sell the dealers on the permanency of the demand for the product. The manufacturer had never used consumer copy before, and practically none of the New York garment makers of his class used consumer advertising. All of which added a striking emphasis to the effect that he was trying to produce.

The trade-paper copy carried many selling suggestions, prominent among which was one to establish a Pelter department. That again was strongly suggestive of the permanency of the business. Also the ease with which Pelters were sold because of the consumer advertising was repeatedly emphasized. "Every Pelter in your store is more than half sold before you show it;" "The big Pelter campaign—the biggest ever run on leather coats—is telling all the best-dressed men in your locality to 'go to the store that sells Pelters.'" The last phrase was carried on every consumer advertisement.

One of the few dealer helps used was a small sign "The store that sells Pelters." It was not elaborate, but as it tied up well with the consumer copy and referred to a popular article was widely used. And once placed in a store window it had a very desirable psychological effect on the

proprietor—one does not connect his place of business with the name of an article which he expects to discontinue next week or next month.

Another dealer help was a set of electrotypes for merchants to place in local publications, which were used liberally and had the further desirable effect of committing the store, at least by implication, to handling the line permanently.

When "America's Munitions," the book by Benedict Crowell, Assistant Secretary of War, came out, it had a reference to the manufacturer's war supplies, and this was reproduced in the trade papers under the caption "You who sell Pelters will be glad to know that we who make Pelters did our share." Prestige was added to the coat by showing its wartime importance, and good will cultivated for its maker by this story:

"It was impossible to find a substitute for the Alaskan parka. A parka is a sort of overshirt, windproof and waterproof and hooded, to be worn over the overcoat and cap of the uniform. Consequently it was necessary to produce the parkas in this country, although our garment makers were entirely unfamiliar with such manufacture. The work was undertaken by the International Duplex Coat Co., at 114 Fifth Avenue, New York. It was necessary from the start in turning out this order for the employees of this plant to work overtime. In order to speed the production the principal member of the firm himself took his place at the bench and worked almost day and night in cutting out garments.

"The day approached closer and closer when the shipment would have to start across the country if it were to catch the last boat from San Francisco. On the homestretch of the race the entire working force of the plant went thirty-six hours, stopping only for meals. The last stitch was taken at 1:30 o'clock in the morning. The garments were then piled upon auto trucks to be rushed to the baling plant in Brooklyn. One of the loaded trucks developed engine trouble and stopped in the middle of a bridge across the East River. The officer in charge thereupon commanded every automobile that came along, piled them all full of parkas and sent them to the baling plant. The entire shipment was aboard the train less than one hour before its starting time."

So satisfactorily had the business developed that early in November, 1919, a full page was taken in a general circulation periodical

and used for prestige copy, not for the firm, but for leather coats, particularly for the Pelter. It was by far the largest copy that had been used, and, as usual, larger copy suggested larger business to dealers. This page was reproduced in the trade papers and attention called to the fact that Pelters were the only leather coats so extensively advertised. Later it was much reduced and incorporated into the trade-paper copy with the words under the trademark "nationally advertised."

In January of this year the trade-paper copy gave notice that it would be necessary for dealers to get their orders in early, and warned that "Lots of dealers were disappointed last season."

Recent trade-paper copy features a variety of styles of Pelters in different colors, and with fur collars, and again emphasizes the variety of uses to which they are adapted.

In the consumer copy which appears regularly in column space the very unusual expedient of writing the copy in verse has been adopted.

Two of the forthcoming advertisements read:

THERE IS SHELTER IN A PELTER

When the rain comes, helter-skelter
Turn the Gabardine side out.
When it isn't rainy weather
Use the other side—it's leather,
Genuine beyond a doubt.
For a Pelter keeps you warm
Through the winter's harshest storm;
Sheds the snow, the rain, the dust,
It's a coat that you can trust,
Yet in summer you won't swelter
In a Pelter.
And the Pelter's smart—you said it,
Gives you style, and does you credit;
Comfort, thrift and looks and shelter,
In the many-purpose Pelter!

IN THE SHELTER OF A PELTER

You are fixed for any weather.
Turn the gabardine side out,
When there's rain or sleet about.
Turn the other side—it's leather—
When the winter winds are lusty
Or the summer breeze is dusty.
Sure a Pelter's fine to hike in,
Motor, hunt, or yacht, or ride in—
Fit to do just what you like in,
It's a coat that you'll take pride in.
Full of rest and youth and verve is
Every Pelter—built for service
When the weather's wet or drouthful.
Smart?
Oh boy, you said a mouthfull
You'll find wear, and style, and shelter
In a Pelter.

Every indication is that a new article of commerce has been developed. And if this proves the case, it would seem that the dealers of the country are largely responsible for it. But did the dealers follow a wide, but unexpressed demand, or did they follow the clever suggestions of an advertiser, and develop the demand?

Shoes Advertised in Rubber Tire Phraseology

The Hood Rubber Products in advertising shoes certainly never lets the reader of the shoe advertising forget that it manufactures rubber tires. In offering its "Wurkshu" for consideration the tie-up is present from the beginning. The advertisement starts:

"Just think of it. Here's a shoe that's built, like an auto tire, to give miles of wear, and built by the same people that make those Hood Tires so famous for their high mileage records. It has a tire-tread composition sole.

"The canvas upper is even stronger than the Government requires for mail bags, so you can see how it must wear, and with extra lining and ventilation to keep the feet fresh and cool. The sole and the uppers are actually welded together, not stuck together—but welded together by steam pressure, just the way a tire is welded.

"The heels are not solid rubber. They are pneumatic. At every step they breathe air in and push it out. The result is you're walking on air all the time."

If these words did not make the reader think of tires, there still remained a slogan "Built like the Hood Tire" to put over the idea.

Group Vacation for Seaman Employees

Most of the employees of the Frank Seaman, Inc., advertising agency, will have their vacations at the same time, the second and third weeks of August. The Seaman agency has decided upon this plan. Julian Seaman informs PRINTERS' INK, in order to do away with the many inconveniences that arise when the more common employee vacation plan is in force.

The Seaman agency will not, however, be closed during the second and third weeks of August, for the plan, according to Mr. Seaman provides that each department will have on hand a sufficient number of its members to get out the work in hand.

New Account for Canadian Agency

The Burlington Steel Company, of Hamilton, Ont., maker of steel fence posts, will place its advertising through the Hamilton Advertisers' Agency, of that city. The Burlington Co. will use Canadian farm papers.

Mistakes Can Be Profitable

AS in other things, mistakes in advertising are but steps which will be either "upward or downward," according to the kind of man.

One thing is certain: No man ever succeeded without making some mistakes. Another certainty is, that most of us are better off for the mistakes we have taken advantage of.

A man of our acquaintance had been wondering for a long while why it was his advertising did not pay. In writing a certain piece of copy one day, he made the mistake of quoting the price as being four dollars instead of two. Do you know, it positively proved that his price had been so small as to make people suspicious, while at four dollars they were willing to buy.

We know another advertiser who, by mistake, sent instructions to a list of papers to insert his advertising every other week, instead of every other day, and it was proven that in that particular locality, on that particular article, twenty-six insertions a year were sufficient to hold the trade. Then he made this mistake in trying to develop new territory. He spent thousands of dollars on every other week insertions, but could not make it go until he started with the every other day service. It required more to start than it did to hold on.

It is not generally known that ice cream was all a mistake. A famous chef, noted for the excellency of his cold custards, made the mistake of leaving his product too long in the freezer, and ever since ice cream has been advertised locally.

One firm had, for years, been advertising for the benefit of local stores only. An order was sent to the agent, with instructions to insert copy in ten leading papers. In writing the instructions the stenographer made it "ten ladies' papers." Very much to the surprise of the advertiser, the advertising appeared in ten national

papers that he had never thought of. It proved so successful that now the mail-order department is the biggest end of the business.

The far-famed bargain sale was really the result of a mistake. A prominent store got their prices mixed in the composing room. Some merchandise was offered at a ridiculously low figure, which caused a stampede soon after the papers had been read. The merchant was big enough to realize the opportunity, and he took advantage of it, making the publisher share the loss. The final result, however, was so satisfactory that further bargain sales of the same kind were arranged.

There is hardly an advertising or publishing shop in the country that cannot give evidence of two or three instances where what appeared to be serious errors in advertising have turned out to be extremely fortunate, especially when those concerned have been of the calibre that permitted such mistakes to be "steps upward, instead of steps downward."—"The Outside Point of View."

Company Name Now in Line With Advertising

The Macomber & Whyte Rope Co., Kenosha, Wis., manufacturer of wire rope, has changed its name to the Macwhyte Company.

"The products of the Macwhyte Company have long been known and advertised under the trade name 'Macwhyte,'" says Geo. S. Whyte, president. "The change therefore brings the name of the company into line with the name of our products."

"Further, we are manufacturers not only of wire rope, but also streamline wire, and other products—and may very logically add other items to our line in the future. So the new name has the advantage of being broader in its application—not to mention its brevity."

Georgia Peaches in Newspapers

The Georgia Fruit Exchange is using large space in the northern newspapers to advertise Georgia peaches, giving a recipe for canning *without sugar*. The names of local distributors are given in each advertisement.

The advertising account of the Blackstone Institute, correspondence law school, Chicago, is now being handled by the Gundlach Advertising Co., Chicago.

When You Think *of* New Orleans

Think of
New Orleans
STATES

EVENING

SUNDAY

Because:—

**Large Circulation
Concentrated in the City
Proper—Your Profitable Market**

Suburban New Orleans is too limited
and scattered to cover economically.

Advertise in the States and center
your efforts on the city itself. Excel-
lent opportunities for distribution of
product. Population responsive to
advertising. High per capita
purchasing power.

WRITE

ADVERTISING DIRECTOR

Want More Information?
We'll Gladly Furnish It.

The Tally of the

Number of Businesses

Profit-making corporations	232,079
Unprofitable corporations	118,347
Unincorporated with yearly profit over \$5,000 (estimated) ..	142,220
Unincorporated with yearly profit of \$2,500-5,000	218,471

Add to the 232,079 profit-making corporations, the 142,220 unincorporated concerns that clear over \$5,000, to get a tally of the Business Market's significant buyers.



WE were astonished to learn that the number of profit-making corporations is only 232,000."

So said one advertiser whose product helps business men to save time and labor.

"What of the *unincorporated* concerns?" he asked. There is a host of them; but how many are beyond the stage of 'store in front with living rooms in back'?"

There are definite facts to help that advertiser, and you also, to make a tally of the Business Market's significant buyers.

IT takes a lot of "businesses" to provide tobacco, "movies" and penny candies whenever men, women and children want their whims satisfied. Some estimates show upwards of a million and a quarter unincorporated businesses—of all sizes.

But the number of these "businesses" that clear \$2,000 or more a year drops to 360,691. And again a drop to 142,220—the number of *unincorporated* busi-

SYSTEM
THE MAGAZINE OF BUSINESS

Business Market

nesses that clear \$5,000 or more, as indicated by comparative statistics.

* * *

THE buying power of business men constitutes the Business Market. What they buy for business and for themselves makes it the greatest market.

Let courtesy extend the term "business man" to the men whose businesses clear \$5,000. Then, add 142,220 unincorporated businesses to the 232,079 profit-making corporations for a tally of the Business Market's significant buyers.

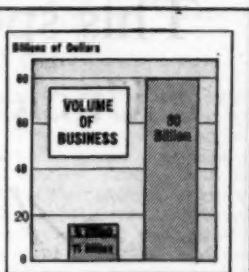
And **SYSTEM**, the Magazine of Business, is rapidly covering the whole Business Market.

* * *

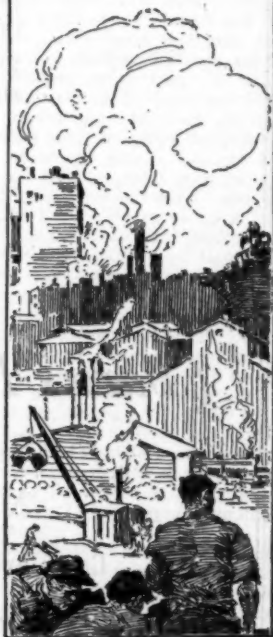
GO to the newsstand, anywhere that business men congregate. There you will find **SYSTEM**—unless it is sold out.

It's the demand for more business reading that is sending **SYSTEM**'s circulation up to the Quarter Million mark. Get the current number yourself and you will understand why.

RAPIDLY COVERING THE WHOLE BUSINESS MARKET



The 232,079 profit-making corporations do five times the business done by the other classes—5 billion by unprofitable corporations and 11 billion by unincorporated concerns netting over \$2,000



This speaks well for Uncle Sam, too!

A GREAT national association held a convention at Pasadena. We printed the "advance papers" and reports, and shipped them by parcel post. The job was man's size, and there were several hundred packages. Every single one reached Pasadena in good condition and on time.

"You people are entitled to a lot of credit," said the Secretary. "That job was perfectly handled."

Charles Francis Press

461 Eighth Avenue

New York

TELEPHONE GREELEY 3210

Why Small Appropriations Often Fail

Harder Work and Better Salesmanship Must Supplement Reduced Advertising Expenditure

By Richard Walsh

ABOUT thirty-five cars of soap are made and shipped into a certain market every year. In that territory there is a small local soap factory. It has been under the same ownership and management for some twenty-five years. In a small way this little factory has made money, and the man who owns it is said to possess a good bank account. But, although he makes good soap and sells it at a reasonable price, his business is about one-tenth of what it might be.

During the past ten or twelve years, scores of advertising salesmen have worked hard to get him started, but none has succeeded. He tells over and over again the same story:

"Yes, I know about advertising. I listened to one of you chaps about twenty years ago, and I tried it and lost a lot of money."

Then one advertising man came along who was so overcome with curiosity as to the "advertising campaign" which the soap man had conducted twenty years ago that he proceeded to investigate. He looked up the files of the daily papers in that city, and in one of the four dailies published at that time, he found the "campaign." It consisted of a two-inch ad that was part of a "Home Industry" page which that newspaper had run for twelve months. The ad was buried in a mass of other small advertisements. At the head of the page there was a block of reading matter which pointed out to the reader why he should buy products made at home, but the "why" was always a "patriotic" motive, and the copy appeal of the advertisers was along the same line. The advertisement asked readers to stop using out-of-town soap, not because here was something they

might like better, but because when they were using out-of-town soap they were not giving local concerns a square deal, and the local concern should have first chance at their dollar. There was not the slightest reason given why any one could get more satisfaction out of using the local soap.

At the end of the year the soap manufacturer found that his business had not increased, so he stopped "advertising," and has been unapproachable ever since.

In another case a manufacturer of pickles and condiments is a firm believer in advertising, but to him advertising is a sort of black magic—something strange and intangible and elusive—something which flirts around and bestows riches upon one man and overlooks another with no apparent reason or system. So occasionally this individual "gambles" in advertising. He feels it is a gamble and he plays advertising as he would play a lottery. He knows how to make good pickles and prepared mustard, and he works hard. He saves up a few thousand dollars and makes an advertising gamble. Generally about the time he is ready for another "flyer," a glib salesman of an advertising proposition comes along and since the pickle maker hasn't tried his particular scheme, he decides that it might be a good number on which to place his money. When the plan fails to produce, the pickle maker shrugs his shoulders and blames his luck, but with a wonderful faith in the power of advertising, he begins to save up for another attempt.

He persists in looking upon advertising as a gamble—as a get-rich-quick scheme. He has sold himself conclusively on that view and he will probably persist in

"playing the advertising game" that way.

There is another manufacturer of a small line of food products who, during the last few years, has become a successful user of advertising, but his story is a peculiar one. This manufacturer was for many years another confirmed gambler in advertising space. He made three bold attempts to reap a small fortune by plunging into space and each one failed.

He got over the third blow, recovered his faith, built up his cash balance and got ready for another try. About that time he became acquainted with a man who came to him to have charge of his advertising and selling. The advertising appropriation for the first twelve months was fixed and the young man went to work.

About ten days later, the boss came to the young fellow and asked him to show some copy and illustrations. "You've been drawing pay now for ten days, and I think you ought to be showing me something."

The man explained that there was a lot more to advertising besides preparing pretty pictures and writing nice English, but the boss was skeptical. He could not understand the relation of quality and service and distribution to advertising. He was a firm believer in advertising as a substitute for all of those things.

Thirty days later his advertising man came to him and told him that the money appropriated for advertising could not profitably be invested in that way until certain defects in the line and in the service were eliminated. He pointed out poor quality which would nullify the effects of any consumer demand the advertising might create. He tried to show that advertising, to profit the house, must be backed up by better merchandise, and his list of defects in quality were so extensive that the only remedy seemed to be the discharge of the superintendent, and the employing of a man who could make satisfactory goods. But inasmuch as the

superintendent was a friend of the manufacturer, it was easier for the latter to believe that this was simply a wild idea on the part of his advertising man or an alibi, so he called his advertising man in and discharged him.

It so happened, however, that the advertising man was something of a salesman. He refused to be discharged, but returned to the conflict with more facts. This so angered the superintendent that the latter lost control of himself and threw up his job, leaving the building with the remark that in a month they would know what was what and would be crawling on their knees with tears in their eyes to have him back.

That was several years ago. Inside of sixty days, with the defects overcome and quality perfected, an advertising campaign, very much smaller than previous attempts, was helping to make real demand, and this demand has grown until that particular line is now the leader in that territory.

Advertising seems often to fail to produce when employed by the smaller manufacturers—the very ones who can least afford to have it fail and lose money for them.

Six years ago another manufacturer calmly and deliberately made up his mind to start advertising. He planned an appropriation which for that year was only \$5,000. Before he thought of copy and space, he took stock of his line.

ASKED THE DEALERS FOR SUGGESTIONS

"I realized that the appropriation was so small that everything would have to be done to protect it," he explained. "So I personally called on as many dealers as I could and talked the matter over with them. I asked them to tell me just what they thought about the product and what defects they could point out, and what suggestions for improvement they would make. For fifteen years I had been so closely tied down to the details inside the plant that I found that we had not progressed as we should have.

WHAT is "repetition"
or "duplication"
worth to an advertiser?

Tell us how often it is necessary to reach a man in order to sell him and we will tell you the value of repetition.

The more important the man to the advertiser the more important it is to reach him frequently.

In New York Theatre Programs repetition is automatically regulated by the importance of the person.

*Over a million and a half a month
concentrated on the best people in
New York—The largest volume of
class circulation in the world.*

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO
406 Tower Bldg.

BOSTON
Little Bldg.

SAN FRANCISCO
Crocker Bldg.

Minor improvements were suggested which, small in themselves, brought the line up to a par with the finest in the country, and in fact, ahead of most. Another dealer suggested a little refinement which his experience with critical customers had brought to light. Two months of this sort of thoughtful investigation helped a great deal.

"Then we talked it over with our salesmen and showed them that we were going to put this money into advertising, but that we realized everything depended upon their ability to make use of it. Each salesman was made to understand his importance and that the money going into advertising would serve as an aid to him in securing business, but it was made equally clear that this advertising would not act as a substitute for hard work on his part. I had serious talks with each man.

The amount of money we planned to use was very small indeed, but to us at that time it meant a great deal, and we were not going to let it get away without a struggle. We planned the line carefully and then planned the advertising with equal care. And then we did what I believe had the most to do with making our little campaign a success: we read and reread our own advertising and made sure that we could back it up. We made strong claims and then made sure that we were living up to each claim before we ran the copy.

"Oftentimes I have felt that even if nobody read our advertising, it would have paid. In fact, the copy was so small and appeared so infrequently that sometimes I wonder if one out of a thousand people who took the papers even saw our ads, but they paid us. Maybe the advertising paid indirectly. Maybe it paid most through the fact that we ourselves read every word of it and lived up to it.

"When the advertising started to run, we made sure that the largest possible number of stores were properly stocked. We worked hard to have plenty of nice

little displays in the stores. We realized that our campaign was so small that we didn't expect a great deal of it. We didn't look for any enormous consumer demand to assert itself. We took nothing for granted. But we talked that little campaign to our trade, and we lived up to everything we said in our advertising, and if that little campaign did nothing more than keep us making our merchandise just a little better, and seeing to it that it got out promptly and in good condition, I am sure that it paid us. At any rate, we progressed and our appropriation became gradually larger. We are not asking too much of our advertising. We are not looking upon it as an easy, money-making scheme. We still feel that unsupported it will fail us, but we do believe that by backing it up properly, our appropriation, no matter how small, will show us results commensurate with the expenditure."

There is a big advertising future for even the tiniest concern, no matter how small its initial appropriation may be. The size of the original investment is secondary, as compared with the seriousness with which it is undertaken and the way it is invested.

New Chicago Manager for the Crall Company

The L. H. Crall Company, special representatives, has appointed Kellogg M. Patterson manager of the Chicago office. During the last twelve years Mr. Patterson has been identified with several large newspapers in both the editorial and advertising departments. At the outbreak of the war he resigned his position as sales manager of the Sexton Motor Oil Company to enter the service, and was commissioned a lieutenant of infantry. While in the service he was assigned to the work of organizing newspapers in the various army hospitals. Mr. Patterson succeeds F. Guy Davis, who was manager of the Western office of the Crall Co. for over fifteen years.

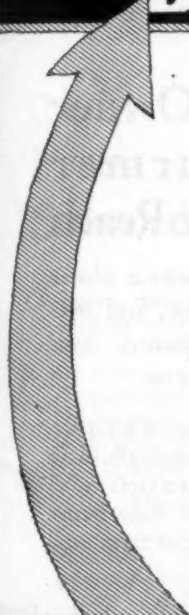
Branch Office for Los Angeles Agency

The Dake-Johanect Advertising Agency, Los Angeles, Cal., has opened a branch office at San Francisco. Edmond D. Dake is in charge of the new office.

Get The Facts!

About the LOUISIANA- MISSISSIPPI MARKET

TRADE EXTENSION BUREAU



A retail concern sold 162,247 SOFT DRINKS during the month of April—exclusive of bottled goods. There are approximately 6,500 SOFT DRINK retailers in the Louisiana-Mississippi territory and they serve a twelve months' market.

Who wants to cash in on this opportunity?



THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.



The Silo Owner Is the Farmer You Want to Reach

The farmer who owns a silo is a big live-stock owner, and live-stock farms the country over have the largest incomes.

That farmer is a *permanent* prospect, for renter usually cannot afford to build silos. And here's a fact: 78% of our subscribers *own* their farms. The country's average of farm ownership is but 62%.

Further, that farmer not only has money to spend but *is* spending it for every commodity that fills a need or gives a pleasure.

Present advertisers know it. Verify it for your own satisfaction.



24 in Every 100 FARM AND HOME Subscribers own Silos

In the big FARM AND HOME family of 650,000 there are over 156,000 such men—24 in every 100 of circulation. The country's average is 10%. Where there are silos there are dairy cattle—where there are dairy cattle there is wealth—and buying power. Over 86% of our circulation is in the 28 states which contain 67% of all the dairy cattle in the U. S.

Every Advertiser

owes it to himself to get the whole FARM AND HOME story. Write for the facts complete or get them from your advertising agency.

FARM AND HOME

The National Monthly Magazine of Rural Life

PHELPS PUBLISHING COMPANY

Member A. B. C.

Springfield, Mass.

Chicago

New York





Miss Leonora Dunningan, who has been for several years Instructor in Food Chemistry for the Iowa State Agricultural College, at Ames, Iowa, has become a member of the editorial staff of *The Farmer's Wife*.

Miss Dunningan will work in close cooperation with the Home Demonstration Agents of the United States. She has been a Home Demonstration Agent; thoroughly understands the character and necessities of this work, and is exceptionally well qualified to write for *The Farmer's Wife* on the needs, tendencies and development of farm life.

The addition of Miss Dunningan to the editorial staff of *The Farmer's Wife* is another illustration of our policy of giving the utmost service to farm women.

THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS,
ST. PAUL, MINNESOTA.

Western Representatives:
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Ill.



Eastern Representatives:
Wallace C. Richardson, Inc.
381 Fourth Ave.
New York City

Members, Audit Bureau of Circulations

How

Six Mon

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How Beaver Board Stages a Sale Convention

Six Months of Preliminary Work to Prepare for a Meeting That Yields Returns for a Whole Year

By C. B. McCuaig

DOTTED about this country there are thousands of manufacturers thinking something after this fashion:

"Most of the troubles we are having with our sales are troubles of misunderstanding. How can you expect a salesman out in Seattle to appreciate production difficulties when he doesn't even know how the stuff is made? It is no wonder they rave about slow deliveries, for they don't know what we are up against.

"And then again there is the other side of it. I'm not satisfied that we have a full understanding of the salesman's troubles here at the factory. The salesmen who are writing in complaining are probably not a bit more unreasonable than we are if all the truth were known. It isn't that either side is unreasonable. The trouble is we haven't all of us—salesmen, officers and department heads—got the same broad, general view on the whole selling problem. What we ought to do is to have a sales convention and thrash things out."

How often we have all heard that kind of talk from a president or general manager, and always comes the second thought:

"If we could just be sure they would take it seriously and get something out of it. That is the trouble. They would come in to the factory for a week or three days or however long we decide to make it and just have a fine old joyfest."

The reason many high executives are afraid of sales conventions is because they attended several in the days when drinking of potent liquors was not unconstitutional.

The best way to explain a convention as it is conducted in the present year of grace is to show

a specimen, so we will just confine our attention to one big annual gathering which has the new thought in it, and give you a look at some of the wires and springs which make it work.

If you have the slightest touch with the building trades, and most everybody has, there is no need to waste space introducing the Beaver Board Companies, Buffalo, N. Y. They make and market Beaver Board. The fact that they also make and market a lot of other things sold through the building trades sales channels has nothing to do with this story. It would be hard to find a better sales force on which to test the sales convention idea than that of Beaver Board. It stretches to practically every country in the world, with surprising concentration in the United States. Leon A. Selman, advertising manager, told me that they figure they have about 85 per cent distribution in towns of over 5,000 population. So no one can say their sales convention does not offer the problems of the big organization. At the same time there is nothing about this convention which could not be applied just as well to a gathering of eight or ten salesmen instead of the couple of hundred who take in the Beaver Board meeting.

NOTHING LEFT TO CHANCE

H. E. Peterson, general sales manager of the Beaver Board Companies, is authority for the statement that the time to start a sales convention is six months before you intend to hold it. If you are going to have your convention in January, start planning it in August. By "planning it" Mr. Peterson does not mean dreaming about it; he means getting right down to hard constructive work,

so that everything will be ready down to the smallest detail—not hours and days before the convention, but weeks and months. A sales convention is one of those things which can be worked out in advance, and when this is done, it goes smoothly. But just let one little detail be left to last-minute chance and right away your convention is going to have sand in its gears.

The Beaver Board sales convention is held the first week in January, thus making good use of the dull season, for the salesmen are called off the road December 15, and after the convention go back to work again.

In preparation for the January convention the executives at the home office get together early in August. They hold a regularly organized meeting where things are not simply talked of but decided. Each man is given some part of the job to handle, and when it has been assigned to him it is up to him to see that it is done on time. For instance one will be given the job of handling the traffic end of the convention—try to bring in 150 salesmen from all over the country and you will see that there is a lot of work right in that. Then there are the decorations, accommodations, entertainment and all the other headings which naturally suggest themselves. Every man takes at least one job. They elect a chairman and go to work.

Now here's the question you have been wanting to ask right along: Who's going to talk, and what about?

Well, the talking is done by the salesmen, mostly, and they talk about subjects which the salesmen consider most interesting to members of the organization.

SALESMEN HELP MAKE THE PROGRAMME

Months before the date of the convention Mr. Peterson sends out a questionnaire to each member of the sales force. This questionnaire carries about a score of questions—on various subjects touching sales problems. The

questions are carefully selected and carefully worded, so that by studying the answers the sales manager is able to get a pretty good idea of where his men stand on selling policies.

The questionnaire had something of the atmosphere of a secret ballot blended in with a prize competition. Three prizes are offered for the best answers—\$100 first prize, \$60 second, and \$40 third. Each of the questionnaires sent out is numbered and comes back filled out but not signed. The general sales manager holds the key and he is the only one who knows from whom the answers come. This protects the salesman against the possibility of stirring up any ill will in case his answers to the questions are so frank that they press on someone's corns. They feel more free in making their replies when they know the identity of the writer is known only to the general sales manager.

A thing that is interesting about these answers is the way they agree with one another. For instance, out of forty-four replies to one question thirty-seven were the same in a general way, and the question was one which assuredly had two sides to it.

After the replies are in and digested they are used in selecting subjects for discussion at the convention, and the man who seems most interested in the particular subject is chosen to lead the discussion, the general sales manager presiding at the meeting and acting as referee. In order to be still surer of what subjects are the most interesting the replies to the questionnaire are discussed at a meeting of district sales managers held before the executives' meeting. The subjects chosen are best shown by reference to the programme of the last gathering. Here are a few:

Our Timber Operations (timber is the raw material, and therefore the subject is of great importance).

Beaver Expansion. (This talk by J. F. Haggerty, vice-president, was not a pat on the back, but an

July 15, 1920

Office Memorandum
Advertising Department
The Butterick Publishing Company

New York
July 1, 1920.

Mr. W. G. Seldenbaum
Promotion Department.

THE FALL BUTTERICK QUARTERLIES which
have just closed show a 180% GAIN in advertising
money over the issue for the same period of 1919

W. C. Brass

Gain
for
Fall
180%

Butterick Quarterlies

explanation of the problems which rapid expansion brings.)

Our Production Facilities.

Distribution Plans and Policies.

The Operation of Sales Districts.

Open Policy of Distribution.

The Pool Car Plan of Selling.

Selling the Competitive Dealer.

Selling the Big City Dealer.

Making the Active Dealer a Better Dealer.

Selling the Small-Town Dealer.

Selling the Industrial Companies.

Selling the Town That Serves the Agricultural Field.

Finding New Uses.

Missionary Work.

The Advantage of National Publicity in Selling Beaver Board.

Credit Policy and Practice.

Don't get the idea that this convention is all work for the whole five days. It isn't. There are banquets, luncheons, joy rides and entertainments of various kinds on the side, but they are made incidental, and the sessions of the convention are strictly business. Everybody talks, and when a decision is reached, it means something. A trip of inspection to the company's several plants is of course an important feature.

And now we will get down to the thing we ought to have told about first, the actual mechanics by which the stage setting of the convention is worked. The Beaver Board crowd are great on charts. When an executive is kind enough to explain something about his business he does it very clearly. Instead of using many words, he simply sends someone after the proper chart and then you get the whole thing in a glance. They carry out the same idea in the convention talks. Wherever it is at all possible the speaker has a chart which makes his point perfectly clear. There are "pie" charts, charts of the kind they use to record your temperature when you are sick, and many of the charts have imagination tacked onto them.

For instance, there was one Mr. Selman used to show just how the dealers were giving co-operation

in the use of sales helps. He had three thermometers drawn, for the records of the dealers in each territory. One showed by the height of the mercury the number of names of consumer prospects the dealer had sent in, another the number of lists of job carpenters he had obtained and the third the extent to which he had made use of electros for newspaper advertising.

Along each side of the convention hall at the last convention were hung panels of Beaver Board, to which were attached a sample of each of the booklets, circulars and mailing pieces the company has for distribution, and there were hundreds of them. Beside each piece of advertising matter was a card describing its purpose.

But the most spectacular piece of stagecraft came at the final session when the advertising programme for the year was announced. This was the big climax of the gathering. About the room were hung panels of Beaver Board, the face covered with wrapping paper to conceal what was below. At the psychological moment someone pulled a string, the paper coverings came off all together and there stood the display advertising for the whole year. You can picture the roar of appreciation that little stunt got. It was the final touch which brought the extent and excellence of the advertising programme forcefully before the selling force, just the thing needed to send the men back into the field with real "pep"—the kind of "pep" that is not sold by the quart and lasts longest.

Rogers Peet Co. Revives 21-Year-Old Advertisement

The Rogers Peet Company, New York, advertised in the *Florodora* theatre programme twenty-one years ago, when that musical production attained its great popular success. *Florodora* has been revived this season and Rogers Peet takes occasion to repeat its former advertisement, illustration and all.

"*Florodora* being a revival," it is said, "we've revived the very advertisement we ran in the programmes of 1901. How the styles have changed!"

Why 3c Daily and 10c Sunday

The Herald and Examiner believes that newspaper *readers* should pay some part of the rapidly increasing cost of newspaper-making.

It has, therefore, increased its price to 3c daily and 10c Sunday—the only Chicago Sunday paper that sells at 10c—the only Chicago morning paper that sells at 3c.

We believe advertisers will approve.

John P. Dickson
General Manager

CHICAGO
HERALD EXAMINER
PUBLISHED DAILY

More Circulation Daily at 3c than One Year Ago at 2c
More Circulation Sunday at 10c than One Year Ago at 7c

I better paper better printing

S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers



PRINTONE is the Poland of printing papers; so difficult it is to assign for it definite and final boundaries. The uses of this Warren Standard stock overlap and encroach upon various hitherto recognized spheres of print paper influence. Even such a mighty monarchy as Lustro, autocrat of all the highly finished lustrous surfaces, which can reproduce any halftone perfectly, has yielded some territory to the buffer state of Printone.

Not a coated paper, Printone has the highest surface

S. D. WARREN COMPANY
Boston, Mass.

possible to get without coating. There are few halftones made for commercial advertising which it cannot carry; although the fineness of detail obtainable on a glazed stock is not to be expected.

On the other hand, Printone's handsome appearance and its ability to convey an adequate idea of illustrated merchandise has made this stock increasingly the choice for catalogs and circulars formerly printed on super book.

No printing paper stretches over a wider range of usefulness than Warren's Printone.



Printing Papers

THE LINDENMEYR LINES

BUCKEYE COVER

STRATHMORE
ALADDIN COVER

WONDERFOLD
ENAMELED COVER

STRATHMORE
RHODODENDRON
COVER

STRATHMORE
BANNOCKBURN
COVER

STRATHMORE
ALEXANDRA
VELLUM COVER

WARREN'S
STANDARD
PRINTING PAPERS

WE are doing our best to keep in stock all the numerous items of The Lindenmeyr Lines and to distribute them in the same manner as in pre-war days.

But not all our time is devoted to the accumulation of stock. Much of it is spent in careful consideration of the stock itself. We believe that every paper of the Lindenmeyr Lines is a good paper because it comes from a good mill; because it meets the exacting requirements of our experts, and because it sells at a fair price.

Henry Lindenmeyr & Sons

ESTABLISHED 1859

32-34-36 Bleecker Street, New York City

NEW YORK
New York

NEWARK
New Jersey

HARTFORD
Connecticut

New Products Keep Sales Force on the Jump

Absolutely Necessary for a Clerk to Follow Advertising Campaigns if He Is to Keep Pace with Customer's Own Knowledge of Merchandise

By Allen McCutcheon

ABE-SPECTACLED old lady, in a picturesque black silk dress, bustled up to the drug clerk and looked at him questioningly across the show case.

"Tell me," said she, "is it true about that Colgate Chest of Evidence? It sounds almost like an advertising fairy story. I suppose it's all just made up."

The clerk hesitated, coughed, shifted from one foot to the other and seemed so extremely ill at ease that the quaint customer took immediate cognizance of it.

"Do you know what I mean?" she demanded, her thin lips tightening.

"Chest . . . evidence . . . Colgate . . ." muttered the young man. "No, Madam, I'm afraid I don't understand."

One of the psychological contacts between customer and advertising had missed fire.

For their ribbon dental cream, Colgate & Company collected certain significant and official data. Professional investigators did this, and it went to prove that more dentists prefer the Colgate product than can be claimed by any competitor. Affidavits and signed documents in a special Evidence Chest have been deposited with The Title Guarantee and Trust Company of New York. They may be examined by accredited committees on application. And as this announcement had appeared in very small type in many of the current Colgate advertisements, the lady had read of it. But she wanted to talk it over with the druggist. What did it really mean? What was in the Chest?

The Evidence Chest copy was featured by Colgate in a campaign some time ago. Every clerk in every drug store should know of the brilliant advertising scheme,

for special educational matter was sent to dealers. Yet here was a clerk who could not talk it with his customer. And because he had not "read the advertisements."

Presumably it is more necessary for salesmen, retail and wholesale, on the road and in the store, to read every advertisement of every advertising campaign which concerns their own lines, than for such campaigns to be read by the public. The public will read them. Of that you can be sure, Mr. Clerk! And you will be asked questions. From now on there will be less lazy salesmanship. We are living in an era of new products, new merchandise, constantly changing packages and ideas. The clerk who does not read advertising will become an out-of-date and inefficient salesman. He will do his employer a great injustice and himself a greater one. And he will be the weak element in the spending of millions of dollars to stimulate the quick turn-over of goods.

ADVERTISED TO, BUT IT DOESN'T ALWAYS STAY PUT

I am not prepared to admit that the modern clerk reads as much advertising as he should and as thoroughly. Friends of mine, in the advertising business, who are optimistic on the subject, loudly cry that never before has so much publicity been directed to the clerk—the retailer—the man behind the counter.

It is pointed out to me that he is literally bombarded with folders and special letters and books, and alert sales epigrams. Every national advertiser of any consequence makes it a rule to bind his year's campaign and send it complete to as many merchants as a good-sized list represents. Here

every advertisement is placed on display under the "Big Top" of the circus broadside.

But I find no statement to the effect that every store is reached by this material. I know that would be just about impossible. It would mean a broadside edition of perfectly staggering proportions. No, this résumé of a campaign goes to a "selected list" and not to every store.

The small fellows don't count, eh! Why? Is it because, in the aggregate count, they mean the vast multitude of retailers?

Nor am I so sure that these handsome booklets of advertisements always and invariably reach the clerks. The Boss may glance through them and that may be as far as they will go.

WHAT QUESTIONING OF SOME CLERKS BROUGHT FORTH

It has been my privilege to talk things over with some clerks and some proprietors in "just average stores" in "just average little towns." I did not allow them to know I was directly interested in advertising. Questions were asked casually. I picked out shreds of ideas from recent advertising campaigns, put them up for discussion, and awaited the reaction. There wasn't any! Half the time the clerk did not know what I was talking about. He had failed to acquire the knowledge through advertising, printed matter addressed to the store, or through the personal representation on the part of the salesman who made the store stock up.

And it was a conspicuous fact that shelves were filled with merchandise I never saw as a boy. There were a great many total strangers looking down at me, novelties, new packages, new labels and products we never thought would come out in such handsome dress.

Every season sees a remarkable change in the contents of a store.

Time was when, from year to year, and almost from one generation to the next, staples held their own. There was minimum labor attached to learning all

there was to know about them. Selling was easy. The clerk knew as much as the customer.

I happened to be in a small general store when three big packing cases were being opened. They had just arrived from the West.

The proprietor dipped down into those cases and pulled out fresh marvels as a youngster grabs the Christmas stocking. He never knew what was coming next. Most of the products were new—new that very season.

"Keeps me guessing," said he. "It's like opening up a prize package. Here are about fifteen lines that I look upon as strangers. Most of them represent foods in radical forms. Here is a cake flour . . . all a housewife needs to do is to use a little water and pour it into her cake tins. Eliminates all the mixing and musing.

"Clever idea, but do you know what it means to sell that stuff? For a while, at least, until the women get used to it, it means about twenty times the talk and salesmanship required in selling a bag of ordinary flour. The clerk must be prepared to answer all kinds of questions. And they are important, leading questions, too. If the clerk can't answer them, the customer is afraid of the product and will not risk buying it. It's a matter of self-protection; we must read advertising—the same advertising the consumer sees.

"For I have noticed that even if a woman reads every line of an advertisement and has every one of her questions answered, she still feels a trifle unconvinced. She wants to hear a clerk say these things to her.

"It's no fun to be a store-keeper nowadays. We must spend our day hours selling and our night hours learning how to sell. We must go to school. But I can't persuade my clerks to take as much interest in advertising as I do. It means an entirely changed staff of salesmen. The modern clerk will have to keep pace with the times, and that means keeping pace with advertising. I have put in seven new package lines this

Tho you send out letters by the *ton*
they will be received one by one.

MAKE every letter count! Select the paper as
if each letter were the *only* letter. Postage
the same,—stenographic labor the same,—
for a cheap sheet as for a sheet of

Worthmore Bond

On a "per letter" basis Worthmore Bond is more
economical than a paper costing only half as much
per ton. Seventeen years have proved it
to the complete satisfaction of thousands.
One mailing will prove it to you.



THE WHITAKER PAPER CO.

HOME OFFICE
CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver,
Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Ohio, Richmond, Virginia.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City,
Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence,
Salt Lake City, St. Louis, Washington, D. C.

winter. They are goods the housewife—the consumer in general—has never seen or tried before.

"Mrs. Smith comes in and asks about shirred egg with spinach sauce and winds up by inquiring of one of my clerks if he thinks the Mrs. Ida Bailey Allen recipe is the best.

"The clerk turns white and green and glances across at me as if he would faint in another second.

"Then I suddenly recall that Mrs. Allen is now featured in all Del Monte canned goods advertising. Her recipes are given. She has become a vital, living personality to the woman who buys groceries. And she expects us to know all about her and the advertising. I think I agree with her. In every other line the salesman knows his market and his product. Why should it be different in retail salesmanship? I will follow the advertising. I will read the dealer broadsides the manufacturer sends in, I will make it my business to go through the advertising pages of the periodicals, even if I must go to the public library evenings and look at them.

CLERKS NEED TO BE INTERESTED

"But I can't get clerks to do it. They want their off time to themselves. They're selfish. They want to go no further than reaching up to a shelf for a product, wrapping it up and taking in the money. That's not salesmanship; it's automatic exercise with no thinking back of it whatsoever.

"But I think that a new type of clerk will come to be. It will be a reasoning, studious type. You can't sell people stuff if you can't talk it, and you can't talk goods until you have read about them.

"The advertiser is doing his share. That's positively certain. In my younger days, I can recall that the average advertisement was non-committal. It seldom attempted to teach people, improve their mode of living or delve into new methods of eating and sleeping and resting and all the other numerous subjects. Now adver-

tising shunts off on two remarkable tracks:

"In order to keep pace with swift competition the manufacturer experiments until he discovers an entirely innovational stunt. It may be a new fabric, or a new sort of carpet sweeper, or a food that was never put in a simple, easily-prepared form before. And if, after he runs one line a while and it seems to outlive its market, he stops it and begins another one.

"Advertising is more commodious than ever. There is plenty of room in which to do a great deal of explaining. If a firm puts out a can of pork and beans, then a domestic science expert gets busy and shows you fifty-nine ways of using the contents of that can—and every blessed one is a stunt that hasn't been tried before. A woman wouldn't be a woman if she did not have an eager desire to try all of the fifty-nine and keep on the look-out for more. But, in the meanwhile, she expects the clerk to keep pace with her. He must be ready to answer questions.

"A lady came in here the other day and bought some Libby's Pork and Beans. Then she said: 'I want your opinion of that Bean Roast they advertise. It looks good in the pictures. The recipe called for celery, onions, bread crumbs and finally the beans, chopped in a chopping bowl. I never heard of such a thing before. What would you say about it?'

"But I had read the advertisement—just came out that month—and I could discuss it with a reasonable amount of intelligence. I told her that if Libby suggested that recipe she could be sure it was O. K. They had first made it up in their own kitchens and knew what they were talking about.

"This constructive advertising—which, from our retail standpoint, means more uses for an article and, therefore, greater sales, must be backed up by the clerk. And it simply means reading the campaigns as they come out. For my part, I find it mighty interesting reading, too!"

From the Letter of A Prominent Advertising Agent

"The Record has maintained its original qualities; it has not become machine-made nor a mere expression of 'syndicated-originality'; but it is a substantial Philadelphia newspaper endowed with the Philadelphia spirit, able to translate it every day and consequently, having more power per copy than most papers enjoy."

THE PHILADELPHIA RECORD

Always Reliable

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.



Monito SOCKS

Essential Stock-Footings!
 When Fall Day's "Wing" comes for them
 Monito socks are the only ones that
 will keep them comfortable and warm
 through the season. They are made of
 the finest quality of wool and are
 guaranteed to last. They are the
 only socks that are made in the
 United States and are sold by
 all leading shoe stores.



Olden's Hair Cream

For the hair of men and women
 Olden's Hair Cream is the only
 preparation that will keep the hair
 soft and shining. It is made of
 the finest ingredients and is
 guaranteed to last.



MERCANTILE TRUST COMPANY

100 N. 1st St. St. Louis, Mo.



White Owl

For a fine
 of the
 by the
 of the

Call for the "Fairy Soap" made in a Child's Skin



FAIRY SOAP

For the hair of men and women
 Olden's Hair Cream is the only
 preparation that will keep the hair
 soft and shining. It is made of
 the finest ingredients and is
 guaranteed to last.



MERCANTILE TRUST COMPANY

100 N. 1st St. St. Louis, Mo.



Mayo's Florida Worms

For the hair of men and women
 Olden's Hair Cream is the only
 preparation that will keep the hair
 soft and shining. It is made of
 the finest ingredients and is
 guaranteed to last.

The Blackman

ADVERTISING

95

Variety in *Problems* demands Variety in *Technique*

WE are not special advocates of humor in selling—yet we have produced humorous copy which far outsold more conventional forms of advertising.

We are not unduly partial to institutional advertising—yet one of our clients has converted his institutional campaign into a permanent reference book, copies of which are in active use in all parts of the world.

We do not always advise exploiting the workman—yet two such campaigns on which we worked have produced results out of all proportion to their cost.

We ordinarily decry “fine writing”—yet one

of our clients has built his success largely upon it.

We are not at all inclined toward “scare” copy—yet a chance “scare” advertisement showed new possibilities in returns to an advertiser with whom we work.

The better acquainted we become with advertising the less inclined we are toward “blanket” formulas.

But we *have* considerable confidence in our ability to help the advertiser express to the public the best in the personality of *his own* business.

We are ready to have two or three more advertisers put this confidence to the test.

n Company New York
ING 95 MADISON AVE.

Northern Indiana Southern Michigan

To effectively cover this territory the News-Times must be used because the News-Times dominates in the South Bend territory. No other Indiana or larger city newspaper entirely covers the field. Therefore, no national newspaper campaign can be complete without the News-Times.

South Bend is an industrial city, in the heart of a rich agricultural and fruit country. The News-Times with its 17,000 circulation goes home—reaches the people.

Let us send you News-Times, Jr.

SOUTH BEND NEWS-TIMES

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, INC.

Chicago

New York

Detroit

Atlanta

Kansas City

City's Sweater Manufacturers to Tell About Their Product

Aim Is to Educate Retail Salespeople So They Can Help the Public Buy Discriminatingly—More Labor to Be Attracted, Also, if Possible, to the Sweater Industry

ONE of the principal objects of the recently organized Milwaukee Institute of Knitted Wear will be the education of the man behind the counter to a proper knowledge of knit wear and to an adequate appreciation of the better methods of selling it.

The Institute, which has in its membership seventeen of the leading sweater manufacturers in Milwaukee, has found even in its preliminary investigation that very few salesmen really understand knit wear. To the average salesman or saleswoman, a sweater is a sweater, nothing less, nothing more. The salespeople know that sweaters come in boxes, and that once out of the box, they are hard to refold and replace in the box. The knowledge of the merchandise in this case is entirely negative and it is one of the prime purposes of the new organization to explain away this diffidence toward the selling of knit wear.

The Institute has been organized with C. B. Walker, former Milwaukee newspaper man, as secretary.

"We propose to educate knit-wear salespeople to a keener appreciation of the utility of knit wear," said Mr. Walker. "We are going to try to show dealers and their employees the difference between various kinds of knit wear and acquaint them with the good qualities of each division. That will be one of the chief reasons for the Institute."

This process of education will be accomplished in various ways. There will be bulletins to be sent out to dealers, which will serve as text-books in sweater knowledge. Buyers of sweaters in the big stores, as well as salesmen in

smaller stores, will share in the process of education. Salesmen who go out from the sweater companies will also be more thoroughly coached in the various kinds of sweaters and the processes of their manufacture.

D. F. Shogren, of the Imperial Knitting Mills of Milwaukee, who is president of the Milwaukee Institute, says that even some of the good salesmen representing important sweater manufacturers are occasionally a trifle hazy as to the technical meaning of some of the terms applied to the description of their merchandise.

WILL ALSO AIM TO EDUCATE PUBLIC

In addition to educating the salespeople, it will be an added aim of the Institute to educate the public. The average man and the average woman know very little about sweaters, Milwaukee manufacturers say. They do not always know the difference between wool and worsted, and between silk and fibre silk. They do not understand the different weaves and materials, and many other very simple and essential things about sweaters.

Another objective of the Institute is to interest potential labor in the industry. The manufacture of sweaters and toques requires a great deal of highly trained labor and because the industry is so comparatively new it has not been possible to build up a reserve of trained assistants.

The Institute is now making a serious effort to have sweater knitting introduced in the vocational department of the Milwaukee public schools along with other better-known trades and crafts.

Still another aim of the organization is to create a greater interest in Milwaukee as a knit-goods centre. It is proposed to accomplish this through an annual sweater style-show to which all buyers of sweaters from various parts of the country will be invited. The Institute will also shortly inaugurate an advertising campaign to acquaint the trade, at least, with the manufacturing development in Milwaukee as applied to the sweater industry.



Send for both of these full-page newspaper advertisements in broad-side form to send to your principal customers.



The Watermark of Excellence

Why we chose full page space in the newspapers as the logical medium for these announcements

NEWSPAPERS are the logical medium to reach at one time all buyers of printing, Printers, printing salesmen, compositors, pressmen, Paper Merchants, employees of Paper Merchants, purchasing and advertising depart-

ments throughout the country. The full value of selling the Printer to the buyer depends upon the widest possible immediate circulation. Our direct mail advertising will reach individual Printers and Paper Merchants in addition.

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

Selling the printer's service to the buyer of printing

*How the first two full page advertisements
in the largest daily newspapers throughout
the country are accomplishing this result*

A BETTER appreciation of the Printer's service—that's the idea behind this series of announcements. To sell the Printer to the buyer of printing, to broaden the market for printing—these are the results that this campaign is designed to accomplish.

*The Printer should be consulted in specifying
the paper*

Investigation shows that the Printers of the country should be the ones to consult in specifying the paper for the work they do.

The American Writing Paper Company feels that this is absolutely sound, that there is a real economic reason for it.

The American Writing Paper Company after careful study believes this so strongly that it announces in these newspaper advertisements that it is its policy to send samples to cus-

tomers through the Printers and Paper Merchants.

*The U. T. A. and the new
era in the Printing
Industry*

There is a new era in the Printing Industry that has been brought about largely through the efforts and leadership of the U. T. A.

The American Writing Paper Company is proud to place itself squarely behind this work that the U. T. A. is doing.

This series of announcements is designed to bring home to all buyers of printing a realization of the constructive service that Printers of to-day are in a position to render. We feel that the good of the entire Printing Industry demands this recognition.

It is only as the Printer performs a real service that he makes a profit. It is on the Printer's success that the success of the paper manufacturer

AMERICAN WRITING PAPER COMPANY, Holyoke, Mass.



PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



England makes the finest tissue for the final layer on mats. It is so light and sensitive that it gets every impression you want brought out. But it is so tough and compact and free from pores that the mat comes out absolutely smooth. This tissue is hard to get. Some can't use it, for that reason, who would if they could. We have plenty, with more coming. We won't use anything else. Too much is at stake, in reputation and a clear conscience, in every mat we turn out.

Distance is no obstacle; get in touch by mail

Partridge & Anderson Company

Electrotypes • Mats • Stereotypes

714 Federal St., Chicago

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Advertising That Crosses Lots in Getting Product to the Consumer

The Manufacturer of Speakman Showers Seeks to Control Sales by Creating a Consumer Demand

TALK to a manufacturer making a product sold directly to retailers on the subject of dealer co-operation and he will almost bring tears to your eyes with his woeful tale. Lazy co-operation is the bane of his business life. **PRINTERS' INK** has devoted columns of space to discussions of the reasons for this situation and how it can best be overcome.

Consider to what an extent this condition is exaggerated when your sales are subject to the whims, prejudices and indifference of the jobber, plumber, architect, contractor, building committee, banker, owner, tenant, engineer—and oftentimes even his lordship, the janitor, may be "consulted." Surely it is sufficient to make the manufacturer selling only to dealers turn pale at the mere thought.

Nor is this circuitous route a supposition; it is actually a description of the distributive outlets of the Speakman Company, of Wilmington, Del., manufacturer of Speakman Showers and brass plumbing fixtures. A. V. Gemmill, secretary of the company, speaking of the reasons for the start of the company's general advertising, tells **PRINTERS' INK**, "This campaign is the result of a conservative but consistent advertising policy which our company has been carrying on for the last ten years. The principal object of the plan is to control the sale by creating a strong, insistent consumer demand.

"Our line of sale is such that it is imperative to stimulate the ultimate purchasers' interest in the products. Of course it was first necessary to sell our merchandise to the trade and that is why, with the exception of a small campaign carried on in a national publication, our mediums in the past have been exclusively trade,

architectural and industrial papers."

Now, however, the company feels that among the trade, Speakman Showers, and the rest of the line as well, stand for a certain standard of accepted quality. With this, the groundwork finished, it was felt that the time had come when national advertising was logically the next step. "Our aim," continued Mr. Gemmill, "is to get the public also to recognize this standard. We want so to impress our products on the consumers' mind that whenever showers are mentioned they will instantly be associated with the name Speakman. In other words our advertising seeks to get more people to accept Speakman Showers as a standard.

"This we hope to accomplish by giving the copy an educational twist, pointing out the advantages of shower bathing, putting special emphasis upon the sanitary features and invigorating effect of the shower."

LIKENED TO A SHOWER OF RAIN

How this is being done is well illustrated by a current piece of copy headed, "Nature's Way—the Shower," which says: "When Mother Nature washes her children of the field and forest, she does it by a shower which bathes, cleanses and refreshes the foliage of those that her sun, heat and earth have wrought.

"The water, carrying dust with it, drains off immediately as it relieves each petal, leaf and blade.

"The shower bath is similar to Nature's rain. With it you always bathe in fresh water—always clean water.

"The advantage of this clean bath is without doubt one of the reasons for the increasing popularity of the shower. Another reason is the time it saves—a couple of minutes are enough—

and then there is nothing to do about the tub afterwards."

With this review of the advantages of the shower the copy proceeds to tie up with the company's product.

"While our advertising focuses on showers," said Mr. Gemmill, "this represents only about fifty per cent of our business. The balance of our line is made up of other brass plumbing fixtures, also a special line of showers and wash-ups for industrial plants. Our reason for focusing on showers in our advertising is because we believe it to be of more interest than a general line of brass plumbing material." Naturally it is expected that as the sales of the showers increase the rest of the line will also show a decided upward trend.

One of the big markets for the showers is found in industrial plants. In line with modern methods of caring for employees, a large field has opened here for various articles not generally associated with factories. The company is going after this market with a will. Space is being used in various industrial publications, the keynote of the campaign being "Healthy Workmen Are Better Producers." The company figures that sales to industrial plants have a double value. Not only do they have the opportunity of increasing materially the sales of the entire line, but also, inasmuch as they are used by thousands of employees, these sales serve to acquaint a large number of possible purchasers for the home with Speakman Showers.

Mr. Gemmill brought up a point, which, while it is not directly concerned with the subject discussed in this article, is still worth mentioning for its originality. He said: "We do not use the word 'campaign' in referring to our increased advertising activities. This word 'campaign' carries with it too much the smack of something temporary; a specially staged affair of a whirlwind nature that is supposed to carry one along in a rush of excitement to the accomplishment of a certain purpose.

"We prefer to use the term 'advertising programme' or 'policy.' These words convey the impression of permanency and honesty of purpose. We do not want our customers to get the idea that we are trying to 'pull' something."

Perhaps this is a rather fine weighing of the impression given by the word "campaign" with which many advertisers will not agree. However, the main point to be emphasized here is that other manufacturers, separated from the ultimate consumer by a long chain of distributors and "advisers" may find, as the Speakman Company has discovered, that advertising can be used with good results in such instances by exerting pressure at the other end.

Gornay, Inc., Adds to Staff

Harry F. Fuller, who has been with Hoyt's Service, Inc., and the Philip Kobbe Co., Inc., is now in charge of the production department of Gornay, Inc., New York. Howard Kuh, formerly with R. H. Macy & Co., has also joined this agency.

The Blousemakers, Inc., makers of the "Town Blouse"; Martin & Quigley, New York furriers; and the Hill Engraving Company, New York, have put their accounts in the hands of this agency.

London Agency Opens Branch in New York

The Jewish Advertising Agency, with headquarters in London, has opened a branch in New York. The agency places advertising in the Jewish press and publishes the *Jewish Journal of Commerce*.

New Account for Rex Wadman

The Duesenberg Automobile & Motors Co., Inc., Indianapolis, Ind., will place the advertising for the new Duesenberg "Eight-in-a-Row" automobile through Rex W. Wadman, Inc., of New York. Trade and class papers will be used this year. A national campaign is planned for 1921.

Raymond Boyd Makes a Change

Raymond Boyd, at one time advertising manager for the Carnation Milk Products Company and later associated with the Honig-Cooper Co., advertising agency, of San Francisco, is now with Emil Brisacher, advertising agency, that city.

The Walter M. Lowney Company

Manufacturers of

Chocolate Bonbons, Chocolate and Cocoa

427 Commercial Street

Boston 16, Massachusetts

June 29th, 1920

Publisher, New York Evening Journal,
New York City.

Dear Sir:—This letter is written to tell you that we certainly appreciate the way your Merchandising Service Department worked with our New York people in making a success of our Lowney's Crest Chocolates Advertising Campaign in New York City territory.

The dealer message and reproduction of our newspaper advertisement in your Trade News, which you mailed to the druggists and confectioners in that territory, the many window displays which you secured for us, together with the numerous other helps given by your people, were big factors in putting this campaign over 100%.

Very truly yours,

THE WALTER M. LOWNEY COMPANY

Henry C. Prago
H. C. Prago
Advertising Department

This same kind of "Service" and Co-operation is extended Manufacturers and Advertising Agents by the Merchandising Service Department of the

NEW YORK JOURNAL

2 COLUMBUS CIRCLE

NEW YORK

— A request brings full particulars without obligation —

How One Advertisement Produced \$330,000 in Sales

*A Message of Particular Interest to
Manufacturers Who Are Preparing For the
Buyers' Market Said To Be Coming*

MOST advertisers are unable to trace the actual sales produced by each individual advertisement they use.

A comparatively few, however, because of their method of selling, do know just what each piece of copy accomplishes.

What these few have learned is now available to all. And the result may mean three to ten sales for every one hitherto produced, a condition much to be desired in the days fast approaching when the seller won't have it all his own way.

Nearly 70,000 Orders

It was due to this knowledge that one of our advertisements produced nearly 70,000 individual orders—over three times the number which would have come from any previous advertisement prepared for this client and circulated in the same media.

Three hundred and thirty thousand dollars in sales from a single advertisement may be a

record. We have prepared and placed others, however, which have nearly approached these results. Several of our advertisements have sold well over \$200,000 in goods and many between \$100,000 and \$200,000.

So sales in big figures from individual advertisements are by no means freak instances.

A Three to One Difference

For one advertisement to produce three times the number of sales, at the same cost as another is not at all rare.

We have seen instances in which results have varied as much as ten to one.

Surely this means something to the advertiser who cannot trace results to each individual effort.

Which Kind of Copy

Which kind of copy do you use: the kind that is capable of producing sales in five figures or just average copy—the kind

which produces one sale instead of three—or even ten?

Copy is the big thing in advertising. Properly used it is enabling many big concerns in certain lines to do away wholly with salesmen, while competing concerns must depend on a high cost sales force and dealer work to keep their heads above water.

Tested Appeals

This agency, through its mail order division, handles more high-class mail order accounts than any other agency.

And mail order concerns fail or prosper in almost exact ratio to the weakness or strength of their copy.

Every advertisement is keyed. Careful records are kept and these advertisers know to just which appeals the consumer responds.

Over sixty accounts are represented. And they do business with people living in the Fifth Avenue residential section as well as in the country.

Human Nature

As perhaps the highest paid advertising director in this country recently said—"People are pretty much the same after all."

We may be rich or poor—country or "city folks"—high-brows or ignoramuses—but af-

ter all we are pretty much the same.

And while our wants may differ, the appeals which strike the responsive chords are fundamentally the same.

It is because of our keyed results on so many different propositions that we know how to handle these fundamental appeals which produce the greatest response.

And it makes no difference whether the sale is made direct to the user or whether your copy sends the prospect to the dealer for your goods. The main thing is to *sell* the customer in your copy.

The method of purchasing the product is merely a detail, as we are proving every day in applying the principles learned in mail order advertising to products selling through dealers.

Doubled Sales at 2/3 Old Cost

Only recently an advertiser selling through the drug trade came to us.

Newspaper advertising in many cities was being used, but sales were far below what they should have been and the peak of the season had just passed.

After an analysis of the situation we prepared a new campaign, using the appeals and a style of copy which our expe-

rience has taught us produces results.

The cost of this schedule was only 2/3 of the cost of the schedule then in force.

Yet within two weeks the sales had become much more active and within six weeks were double former figures in these towns.

This in spite of the fact that the season was waning for this class of merchandise and in spite of the fact that we were using only two thirds the space formerly used.

How Copy Can Be Tested

Mail order advertisers always test each piece of copy in a few selected publications before running it in their entire schedule. In this way only the best advertisements are used in all of the media.

In the same way we have worked out a plan whereby general advertisers selling through dealers can test their appeals in advance.

This obviates the expenditure of large sums on copy

which fails to hit the right keynote, and will enable general advertisers to concentrate the bulk of their appropriations on the kind of copy which is capable of producing the maximum amount of consumer sales—the kind of copy of which the advertisement referred to above is an example and which sold \$330,000 worth of goods. Never has this subject been of greater importance than it is right now.

A Book That Tells the Story

A short time ago we published a little book which tells many interesting things about copy appeals and their possibilities. We will gladly send any interested executive a copy of this little book without the slightest obligation.

Or better yet, drop us a line requesting a representative to call and outline how tested appeals may be applied to your business. This would mean risking a few moments of your time against ours—but can result in three sales instead of one from your advertising just as it has for others.

RUTHRAUFF & RYAN *inc* ADVERTISING
404 FOURTH AVE. at 28th ST. NEW YORK

CHICAGO. 30 NORTH MICHIGAN BOULEVARD
BALTIMORE: 209 NORTH LIBERTY STREET

Are Copy-Writers Cowards? ✓

The Bogy of an Unresponsive Public Which Haunts the Copy Desk

By One Who Admits It

ARE copy-writers cowards? I'll say they are. I am. And so are at least ninety-nine per cent of the copy-writers of my acquaintance. That is a pretty large proportion, but if I am asked to revise it I shall probably increase it. So you'd better leave it as it stands.

It doesn't help the matter any either, to say that most of the advertisers for whom we work are bigger cowards than we are. For it is we who are largely responsible for the advertiser's hopes and fears. We have taught him what he knows, or thinks he knows, about advertising. We have made him cowardly by our own cowardice. Let us put the blame where it rightly belongs.

From time immemorial we have chanted, in solo and in chorus, that the public are mostly fools, and that our advertising must be addressed to the lowest order of intelligence. If it is understood by the fool, surely the wise man will not fail to grasp it. Whether the proportion of fools is as great as our modesty represents does not matter here. We have preached that doctrine so long that we believe it ourselves, and have taught our masters to believe it. And it has made cowards of us all.

How often do we dare to depart from the beaten track of conventional illustrations, conventional headlines, conventional layouts? Mighty seldom indeed. And why? Not because we do not have ideas once in a while that are fine and lofty and sincere. We do. But we put them aside with a sigh, and turn to our dry husks again. We are afraid to try.

Now the cynical will tell you that we are merely afraid of our boss, and that we are simply trying to "play safe" with ideas that he will accept the first crack out of the box. I do not think that is true. It is not the boss that

we are afraid of, as a general rule. It is that bogy of the low-browed public which we insist upon dangling in front of our copy desks.

We are scared to death of an idea which is above the commonplace, because we are sure that it would never be understood by this pet ignoramus of ours. We dare not leave the beaten path of conventional display for fear lest we fail to be perfectly obvious, and the nitwit public would, therefore, find us too deep for comprehension.

We are bluffed by a hazard of our own contriving, and run like a deer at sight of our own shadow.

What is the substance of this bogy of the feeble-minded public which so affrights us? What is there to it, really? Just nothing at all. It is a plain myth, a chimera, a phantasm, a delusion. It is of the same breed as the spooks which used to haunt the dark corridors along which little boys were transported to bed.

MASTER MINDS WERE UNAIDED

For mark you, it is this same benighted public, this identical audience of numskulls, which is able to grasp, and which responds, emotionally and intellectually, to such lofty ideas as are expressed in the Declaration of Independence, the Gettysburg Address, and the Sermon on the Mount! Only it happens that the authors of those inspired and immortal proclamations did not stop to consider that they were addressing a race of boneheads, and did not in consequence debase their ideas to the supposed level of their audience.

I maintain that our notion of the public intelligence is an imaginary scarecrow. A group of men and women who will respond to such sublime ideas as those embodied in the Beatitudes, for example, are not likely to find any ideas of ours hopelessly over

their heads. I maintain that no idea is beyond the public grasp, provided it be expressed with sufficient clearness and simplicity. And I believe that there is no idea which cannot be so clearly and simply expressed that it will be grasped by even the simplest-minded.

We are cowards, I say, when we run away from an idea because we fear the public will not understand. The public cannot fail to understand if we but make it clear enough. And we only beg the question when we say that "the boss won't stand for it." He can't very well "stand for" something which he never is allowed to see. And he never sees what we are too cowardly to attempt.

Let us get rid of our bogies. Let us quit taking to the subcellar in a panic at the approach of an idea which is above the ordinary. Let us stop debasing our minds to the level of fools, and try instead to clothe ideas in a simplicity which even a fool can understand. It can be done. Here and there it is being done, every now and again, by somebody who refuses to shake with terror at the spectre of an unresponsive public. And of such it may be said as it was of Caesar: "Why, man, he doth bestride the narrow world

Like a Colossus, and we petty men

Walk under his huge legs and peep about

To find ourselves dishonorable graves."

Fish-Frys and University Professors

AMERICAN STOVE CO.,
NATIONAL STOVE CO. DIV.
Lorain, O., June 30, 1920.

Editor of *PRINTERS' INK*:

Recently a manufacturing company that the writer is acquainted with gave a "fish-fry" to its foremen. They had a good time. All of the officials of the company were present and mixed with the foremen as an evidence of democracy. The idea of the party was to promote "loyalty."

A few years ago this same company would have refused to consider such a proposition, holding to the position that business is business, and not a matter of entertaining employees.

This change of front is universal.

Maybe the Bolsheviks of Russia are to blame for it.

The American Multigraph Co., of Cleveland, has introduced industrial democracy in its establishment. Its handbook on the subject is really a textbook on the subject of the relationship between employer and employee.

Another company, wishing to install the same system, took one of its prominent officials off his job and gave him the task of introducing the scheme in the plant.

This probably was due to the fact that there was no person whom they could have laid hands on capable of doing this same work.

Accordingly, is not the time ripe for some university to create a "Chair of Industrial Morale?"

Morale sounds less offensive than the commonly used phrase "Welfare Work." Welfare work smacks of charity, and insulting condescension and patronage.

I really believe that American industry would welcome university graduates equipped to better the relations in the manufacturing world.

If you agree why can you not persuade Columbia University of your city to put such new chair into being?

C. Farnham,
Advertising Dept.

Cordage Manufacturers Form Trade Association

The Cordage Institute, an association composed of cordage manufacturers, has been organized by representative manufacturers in the industry. J. S. McDaniel is secretary, with offices in New York. The work of the Cordage Institute will include the compilation and distribution among members of data relative to raw materials, labor supply, credit information, cost accounting, and other undertakings generally required of associations.

Industrial Survey Planned for Indianapolis

In order to give the Indianapolis Chamber of Commerce specific information relative to local industrial conditions, which the organization can use in its customary work, it is planned to make a complete industrial survey of the city. The work will be in charge of Myron R. Green, director of the bureau of industry.

Minneapolis "Tribune" Completes Own Paper Mill

The Minneapolis, Minn., *Tribune* has completed its pulp and paper mill plant at Manistique, Mich. The present maximum capacity of the plant is 100 tons of ground wood pulp and 60 tons of finished news print paper each day.

The Harry Elliott Service Company of San Francisco is now placing the advertising of Miller Tires in the Pacific Coast States.

Unlike Any Other Community

JOPLIN Missouri

Population 35,000
The Market 200,000

Zinc and lead are but contributing factors of the wealth of the Joplin district. It is also one of the richest agricultural sections of America.

Consider Jasper, "the hundred-million-dollar county"; 406,400 acres, of which 378,704 are improved farm lands. There are approximately 3,117 farms, with an aggregate valuation of \$25,000,000. Throughout the Joplin district the rich soil, abundant rainfall and mild temperature combine to make profitable the growing of every product found on a middle west farm.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation - - 25,709

Average for 6 months ending March 31, 1920

Line Rate 7c flat.

Mornings except Monday.

The Joplin Globe is a select class farm paper, as well as a metropolitan daily. The Farm Department of the Globe has been a very definite factor through the district's rich grain, stock and fruit belt in developing better farming.

Through the Joplin Globe you can reach 10,000 of the finest class of prosperous American farmers, a type which demands the market and news service of a daily newspaper.

Representatives

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco



The Live Stock Farmer and the Motor Truck

— Send for the booklet

IN DEVELOPING the farm field, motor truck manufacturers will achieve best results by concentrating at the outset on the men engaged in the four highly specialized branches of agriculture — live stock production, dairying, fruit growing and market gardening.

¶ Live stock farmers have been among the first in the farm field to adopt motor trucks. Already thousands have them and the demand is growing because the ques-

Corn Belt

tion of transportation is big and vital to the business of stock raising.

¶ The live stock producer has the regular hauling of the average farmer to do, plus the hauling of his chief product—live stock. By means of the motor truck he is able to haul cattle, hogs and sheep to the railroad siding and in many cases straight through to the stock yards at a great saving in time and money.

¶ Millions of cattle, hogs and sheep will be transported by motor truck during 1920. The facts are presented in the booklet "The Live Stock Farmer and the Motor Truck." Manufacturers of motor trucks, trailers, tires, as well as advertising agencies, will find it interesting and will be supplied upon request.

¶ THE CORN BELT FARM DAILIES reach the big live stock producers of the Corn Belt—the men who need and want motor trucks and have the money with which to buy them.

Daily Drovers Journal, Chicago, Ill.

Daily Drovers Telegram, Kansas City, Mo.

Daily Drovers Journal-Stockman, Omaha, Neb.

Daily National Live Stock Reporter, E. St. Louis, Ill.

General Advertising Office:

THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago

W. E. Hutchinson, Adv. Mgr.

Eastern Advertising Office:

PAUL W. AND GUY F. MINNICK

303 Fifth Ave., New York



Farm Dailies

This is a chapter in the serial story of The Corn Belt Farm Dailies. Previous advertisements mailed upon request.

Suggesting That We Work Like Blazes

No Other Road Back to the Main Highway of Contentment

By C. W. Garrison

Advertising Manager, The Lakewood Engineering Company, Cleveland

"**B**BETTER Business" was the keynote of the recent convention of the Association of National Advertisers.

We all want better business, of course.

But how are we to have better business when there are no cars to ship in—when buying is postponed because of the "money market"—when labor demands shorter hours but produces *less* per hour—and when the cry of scarcity of men is heard everywhere.

To quote from a recent advertisement of a Chicago clothier:

"The world is hungry for the things we eat, wear and use. The cupboard is bare as a bone.

"Prices mount to staggering figures and the cry of our workers is—*more pay*, shorter hours—and then a shortage shoots the price of things up another notch; again the cry—*more pay*, fewer hours.

"Ye gods! Must the vicious circle continue? Shall we never see that it is *more hours* we need; that to reduce the cost of the things we use we must produce *not less*, but *more*?

"We may keep high wages, we may keep our present scale, and still reduce the cost of living by a simple remedy—work—good, hard, honest, faithful service—not eight hours, rather ten, and then some. Let us, for one year at least, resolve to work and work like h—"

Hasn't this executive hit the nail on the head? Hasn't he suggested the universal cure for our present day ills?

Working *harder* doesn't add a cent to the worker's cost of living. His increased production decreases the shortage of product. And the old law of supply and demand gets in its work to bring

about stabilization of prices, money and conditions generally.

Harder work, if not *the* answer, is at least one answer to shortage of materials, of railroad equipment, of man power itself.

Have we forgotten that we must produce before we can consume? If this fact be driven home to every individual won't our present ills be at least on the *road* to recovery?

We are all in the same boat in this life. The only way to make things easier for ourselves is to make them easier for others.

When we can all of us see business as a great human service and take our part in it with that thought an impelling conviction in our consciousness, this will be a better world.

Being selfish—and doing it successfully—is a thing of the past. The man, the business, or the nation that seeks to serve *itself alone* is being challenged to show cause why its further existence should be tolerated.

The golden rule is the only safe foundation on which to build character or business. In proportion to its observance is there peace and prosperity or chaos in life and in business.

How can we, as advertising advisers, practice this "preaching." How can we popularize to an *effective* point the *Work like Blazes* idea?

Isn't the answer in being successfully *unselfish*—unselfish possibly in the messages we send forth, to the workers of the United States—of the world?

Can we not adopt a national theme of "Work like Blazes"—a theme of better business made possible by a little harder work on the part of all of us?

BUNDSCHO

blows away the old tradition about "printers' delay." There are probably some things Bundscho cannot do in the matter of being on time, but he hasn't encountered any of them yet. There always seems to be another link to let out, and a reserve of loyalty among his men to call upon, that puts things through.



J. M. BUNDSCHO, Advertising Typographer
Fifty-eight East Washington Street
CHICAGO

50

HARDWARE AGE



GILBERT'S
Outdoor Wheel Toys

**Bigger Sales—
More Profit**

Hardware dealers all over the country find these toys big sellers and very profitable. They are that way of an educational and recreational character with a big \$150,000 national advertising campaign behind them. They touch boys to use and sell in increased sales of hardware. Made to a great extent of metal these toys fit right in with your line.

GILBERT TOYS

The Outdoor Wheel Toy is one of the greatest inventions in the last 25 years. All the year 'round during the summer especially you can make big sales of this toy with which any boy can hold his own. It is a handsome, speedy coaster, glider, truck, or only a screw driver and wrench for tools.

THE A. C. GILBERT COMPANY
Providence, R. I.

421 Washington Avenue, New Haven, Conn.
In Canada:
The A. C. Gilbert Company Ltd., Montreal, Quebec

The leaders in an industry are generally leaders because they have the seasoned experience that enables them to estimate correctly and use wisely the best means available for the promotion of their business.

The A. C. Gilbert Company of New Haven, Conn., one of the very largest manufacturers of toys in the United States, have shown their appreciation of the growing power of the hardware trade as toy distributors by running a two-page colored spread in each of the monthly Toy Inserts of **HARDWARE AGE** for the last twelve months.

These recurring sales reminders are serving as nation-wide publicity to hardware retailers and wholesalers and making easier the way for The Gilbert Company's direct personal and mail representatives. They are interesting new hardware customers, keeping fresh the contact with their old hardware distributors and driving home a hardware trade consciousness of the sales advantages of **GILBERT YEAR ROUND TOYS**.

Hardware dealers and jobbers are ideal distributors of toys. No

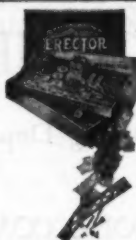
Hardware

239 West 39th Street

Charter Member of Audit Bureau of Circulations

HARDWARE AGE

37



Stock these Toys

One of the best toys to gain great popular favor in the Gilbert line was Erector. This toy, like real structure steel, can be used to build hundreds of different structures—derrick, elevators, cranes, bridges, machinery, etc., that can be run by a string or by power. Erector is one of the best sellers on the market today.

GILBERT TOYS

These Toys are not cheap playthings—they are strong and educational, useful, instructive and helpful. Gilbert's toys, electrical, wireless and chemistry sets are full interest to boys.

By reaching nearly 9,000,000 readers through our advertising in the Saturday Evening Post, the largest magazine of Popular Mechanics.

Write for free catalog and details of toy profits.

THE A. C. GILBERT COMPANY

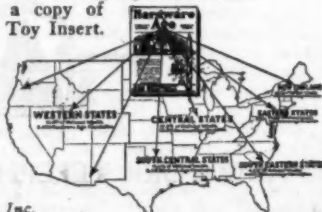
60 Housley Ave., New Haven, Conn.
 Street Sales Office—224 Fifth Ave., New York City
 Street Sales Office—178 North Dearborn St., Chicago, Ill.

other toy merchants combine so well the hardware trade's high credit rating, country-wide location and long experience in merchandising. In the smaller towns particularly, where more than half the people live, hardware dealers are peculiarly well qualified, through wide personal acquaintanceship, to sell toys successfully.

HARDWARE AGE, for over sixty years the national market report paper of the hardware trade, covers thoroughly every factor in the hardware field—dealer, jobber and their salesmen—in both large cities and small, and more than 50% of its subscribers live in towns of 10,000 or less, where in many cases the hardware dealer is the *only toy distributor*.

Through the special monthly Toy Inserts of **HARDWARE AGE** toy manufacturers can address—on paid invitation—this large, interested and increasingly important toy audience and lay permanent foundations for a thorough, stable, lasting toy distribution.

Write for full information and a copy of **HARDWARE AGE** with the latest Toy Insert.



Age

New York City

Charter Member of Associated Business Papers, Inc.

ANNOUNCEMENT

The Directory Advertising Department
of the

NEW YORK TELEPHONE COMPANY

is now located at

1261 Broadway, New York City
(at 31st Street)

TELEPHONE

P. W. ELDRIDGE, Jr.
Sales Manager,
Directory Advertising.

VANDERBILT OFFICIAL 130

for rates and particulars about display space in the next issues of the 54 different BELL TELEPHONE DIRECTORIES covering ALL of New York State and Northern New Jersey.



NEW YORK TELEPHONE COMPANY

The Small-Town Merchant Needs an Adjusted Selling Appeal

Less Faddism and More Reason-Why Copy Needed by Country Dealers

By H. E. Miles

DID you ever know a "human fly"—a man who would scale the outside of a building, flirting with death, for a paltry sum, when the same energy and dexterity would, if applied to productiveness, earn a steady income? Sometimes advertisers do such stunts—try schemes—flirt with death—when the simple application of principles or the analysis of their problem from a psychological viewpoint would take the risk out of their campaign.

Experiments are more often the case in advertising prepared for dealers than in general campaigns. National advertising seems to be based on well-founded principles, but many an advertiser has been tempted to try something new in dealer helps in the hope of getting something that the dealer will recognize as a real help and use as such. The reason many of these experiments fail is because they are made with little knowledge of the dealer's problem or of the people whom he sells to.

In the selling of any product the dealer's advertising is important. It is the dealer's advertising that comes closest to the buyer. After he has been sold by national advertising he is often unable to get the merchandise until the dealer's advertising tells him where to buy it. This is particularly true in the small towns. City people pass hundreds of stores every day and see advertised articles displayed in the windows. Almost any day you can hear someone on the street say: "There's that Blank safety razor that you see advertised." But in small towns where dealers depend on the business of the surrounding farms, the selling problem is one largely of advertising and of copy that demands a study of that locality.

I wish I might emphasize the

growing demand among farmers for more good, sound, logical reason-why copy, and the growing necessity for the use of such copy by country dealers. Competition is making the country dealer very keen. He can no longer sit back and wait for customers. He must make his sales pay a constantly increasing overhead and make up for a diminishing profit besides creating a turnover equal to considerable increase in capital in order to keep a good stock of merchandise at the present prices. For that reason the small-town dealer's advertising is becoming an important part of his business and he cannot afford to try experiments whether of his own invention or that of the manufacturer of the merchandise.

The country merchant always did study his customers, but, until recently, it has been a close-up study—across the counter—and has only taught him how to sell things to certain people who happen to drift into the store. Selling things to people at long range—out on the farms—by advertising, and getting them to come after them, is quite another thing, but it is just what the country merchant will have to do to keep pace with modern merchandising.

BUT THE MERCHANT ISN'T MYSTIFIED

I have recently seen some glaring examples of perverted psychology in country-dealer copy. For example: A well-advertised, well-attended demonstration was followed by a series of dealer advertisements prepared by the manufacturer, that said in plain words: "The people who witnessed our demonstration were completely mystified—it was a step too far advanced for their comprehension." How's that for egotism? The advertising and the

demonstration sold the merchandise very well but the dealer objected to using the follow-up copy because he felt that it would unsell some of his prospects.

Here is another recent experiment, evidently perpetrated by the merchant himself: "No one but a boob would be stung twice in the same place. Boobs can safely trade at this store—we won't sting them." That's breaking away from tradition, isn't it?

THE REAL COUNTRY PARLANCE

Country people like an easy, personal style of copy and some comedy, but they want it in their own language or in a style that reflects the personality of the advertiser. Thus, a small-town baker says, "Our doughnut designer has Charlie Chaplin beat a mile. They're so good you'll wish the hole was smaller." That sounds like him.

Corset advertisements in which the fitting service is made paramount and which speak of "our expert corsetiere," can seldom be used by a small-town merchant, but if the quality and style of the garment is made the feature of the advertisement, putting the fitting service in a paragraph by itself where it can be cut out by stores not having a corsetiere, the advertisements may be used by any merchant selling the line.

But advertising copy isn't the only place in a sales campaign that is apt to have the wrong slant to appeal to a country merchant. It is interesting to note some of the ways salesmen have of approaching a dealer. The other day I watched a salesman trying to place a new line of brooms. He first talked to one of the employees of the store and asked to see a broom which he carefully compared with his own sample with evident satisfaction, after which he secured the attention of the proprietor and introduced himself and his line. He was told that the store was well supplied with brooms for the time being, so he at once began to explain the superiority of his line over that handled by the store. The dealer told him that, while his statements

might be true, still he felt bound to sell the brooms he had on hand before stocking a new line, and that he couldn't afford to put in the salesman's line to compete with his inferior goods and thereby have them left on his hands.

Seeing that he had made a mistake, but not having the grace to admit it, the salesman waded right on out and drowned himself, by getting the dealer mad and making it impossible to sell him at some future date. So many road salesmen seem to be making their last trip that I often wonder if it is also their first.

In many cases the dealer could take a course in psychology to good advantage, and, by the way, there is one kind of dealer help that there is a real need of—the psychology of selling. By carefully analyzing the most successful methods of selling a product over the counter and putting these methods into comprehensive form for the use of the dealer and his salespeople, a constructive help is given the dealer in selling that product, and a help that most dealers appreciate.

But there are personal things about his customers and prospective customers that a merchant must learn for himself. I recently overheard a conversation between a merchant and a lady who had brought back a cheap tea kettle with a hole in it. The kettle had rusted out sooner than she thought it should and she wanted an adjustment. The merchant argued to some extent, finally offering to split the cost with her, returning half of the price of the kettle. She asked him if he would also have the hole mended so she could get some use of the kettle, not wishing to stand even half the price for a worthless article. This he refused to do. She then suggested that he keep the kettle himself and return half the money, which he did, and she went away apparently satisfied. Why was she willing to take half the price and leave the kettle and not willing to take the same money and keep the kettle? Simply because it pleased her to sell him a useless tea kettle because she con-

The Local Advertising Situation in Worcester, Mass.

We want to emphasize again, and can prove with definite figures, that the WORCESTER TELEGRAM carries more local advertising, six days a week, than any other Worcester paper.

For the twelve months, ending June 30, 1920, 6 days a week,
THE TELEGRAM carried 5,887,427 lines of local
advertising

The Gazette 5,400,906 lines

The Post 4,966,433 lines

In addition to the above lineage in the Daily TELEGRAM, the Sunday edition carried, during this same period, 2,738,701 lines, so even excluding this big Sunday lineage, the Daily TELEGRAM carried about half a million more lines in their Daily edition for the twelve months ending June 30, 1920, than any other Worcester paper.

Furthermore, in local advertising, the TELEGRAM led all other Worcester papers for the entire year of 1919—six days a week.

They led for the last six months of 1919—six days a week.

They led for the first six months of 1920—six days a week.

By any process of figuring, the TELEGRAM is Worcester's first newspaper.

First in Circulation

First in Advertising

Lane Block Inc.

New York

Chicago

Boston

Detroit

sidered that he had sold her one. Just at that moment she thought she was even with him.

As a matter of fact they were both losers in cash and the merchant lost a customer, when, by simply walking over to the shelf and handing her a new kettle he would have only been out the wholesale cost and she would have been ahead in the deal and would probably have been a good customer of the store.

Lastly, there are customers who could profit by studying the psychology of buying. For example: I recently overheard a country woman of means trying to induce a merchant to discount a high-grade garment seventy-five cents. If this class of customer would do a little constructive thinking she would realize that the merchant who practices "throwing off" something usually practices "putting on" more than the discount, and that every time she insists on a reduction she makes it harder for the merchant to maintain a legitimate, one-price policy and conduct a store that she can have confidence in, and she usually pays extra for her "bargain."

Picture of Roosevelt Creates Interest in Soap

THE LAGONDA MANUFACTURING CO.
STEAM SPECIALTIES
SPRINGFIELD, O., July 8, 1920.

Editor of PRINTERS' INK:

A certain ad in the July 3 issue of *The Saturday Evening Post* strikes me as a "crack-a-jack." Perhaps the "school-master" noticed this ad. I do not know whether it would strike everybody as forcefully as it did me or not.

The ad to which I refer is signed by the Andrew Jergens Soap Company, of Cincinnati, advertising Jergens Violet Soap. Three-fourths of the space is taken up with a large cut of the late Colonel Roosevelt speaking from the back platform of a railroad train. A sketch above this cut gives the required atmosphere of the long train with a crowd of people listening to the speech. The caption of the cut reads: "On campaign tours, in his private car, Roosevelt could put himself to sleep in the midst of noise and tumult and wake after a few moments, completely refreshed." The headline of the ad is: "A dynamo of human energy—

Roosevelt always knew how to stop." Then follows an interesting talk in three columns on the subject of relaxation and how Roosevelt mastered the art. Then comes the tie-up with Jergens' Violet Soap, bringing out the point that one simple method of getting momentary relaxation is by washing the hands.

What strikes me about this ad is that it is mighty unusual, getting away from the beaten track. In the first place, I think one of the main reasons why people will read the ad is because they will wonder what in the world this reference to Roosevelt has to do with Jergens' Violet Soap. That is the main reason why the writer read the ad through. Then in reading the article, you get some valuable information on a generally interesting subject—relaxation. You accept the subject matter of the article and then you are caught unaware with the proposition that washing the hands is restful, and the cut of the cake of soap in green is exceedingly restful and attractive. It looks cool and refreshing. The ad leaves the reader in a really grateful mood toward the Jergens Company for this information and he is certainly going to try some of their soap at the first opportunity if for no other reason than to try out the experiment.

That somebody put a good deal of thought in this ad is apparent. It gives some real information and the tie-up to the soap is logical. The writer is willing to wager that this is one of the best ads the company has ever used.

I have always been rather averse to the use of seemingly irrelevant illustrations or of going too far afield to bring in attention-getting material, but this is one instance where such a proposition is certainly handled in fine style. Do you not think so?

C. W. KALBFUS.

Rubber Association Advertisises for New Uses

The Rubber Growers' Association, London, is running a prize contest announcement in American newspapers offering a total of about £5,000 for ideas, and suggestions for extending the present uses of rubber, or for new uses for the product.

The American advertising bears the name of the Rubber Association of America, in addition to the name of the British association.

Tipper Continues With National Advertising Commission

Harry Tipper, business manager of *Automotive Industries*, New York, has been named by the Associated Business Papers, Inc., as one of the three representatives of that association on the National Advertising Commission of the Associated Advertising Clubs of the World.



WE have to change the name of this magazine. We are going about it good naturedly. And regretfully.

A lot of advertising men didn't fancy our name—we respect their opinions. But our readers—10,000 Retail Dealers in Building Materials—*liked it*. They have told us so in hundreds of letters.

The name is changed because another organization has a better right to it. The name will be changed, but the virile, brilliant, inspirational character of the publication will remain unchanged.

You'll find this magazine a welcome relief among trade papers. Get a copy—then you'll understand why it is valued in the retail building supply field. We still get mail addressed to *The Peptimist*, 314 New Telegraph Building, Detroit, Mich.

This is an Advertisement



A Guide to Merchandising

The furniture retailer is becoming more and more convinced that his future prosperity lies in selling not only furniture and better furniture, but all home furnishings, comforts and conveniences.

In order to do this, he has become a student of interior decoration and is able to advise his patrons authoritatively on this important subject.

Many of the large stores have experts who will visit the home and furnish suggestions for the artistic harmonious furnishing of the entire home. Labor-saving devices also form no small part of the retail furniture merchant's business.

The Grand Rapids Furniture Record has helped and is helping to inspire the furniture merchant to this new merchandising ideal.

Write for Facts

PERIODICAL PUBLISHING COMPANY
Grand Rapids Michigan

*Member A. B. C.
Member Associated
Business Papers*

The Grand Rapids Furniture Record

A paper with true dealer influence



A Standard for the Profession

The funeral director of to-day is a business man. Without disturbing his professional standing he has adopted modern methods. This he has done without losing sight of the fact that service and good will are his chief assets.

He has achieved a high standard of ethics and is adhering to them rigidly. He is the new type of business man who will be the leader in the future. He is building a solid foundation of friendship and helpfulness.

In this frame of mind he readily accepts the advice given him by his leading magazine, the American Funeral Director, and looks to the advertising section of that publication for equipment and supplies.

Write for Facts

PERIODICAL PUBLISHING COMPANY
Grand Rapids Michigan

THE AMERICAN FUNERAL DIRECTOR

FOR FORTY YEARS PUBLISHED BY
THE WESTERN UNDERTAKER
BY HENRY J. FOSTER



PUBLISHED MONTHLY BY THE
PERIODICAL PUBLISHING CO.
GRAND RAPIDS • MICHIGAN

*Member A. B. C.
Member Associated
Business Papers*

THE AMERICAN FUNERAL DIRECTOR

NOD YOUR HEAD

IF YOU WANT A COPY OF OUR NEW DATA BOOK. IT WILL BE MAILED TO ANY ADVERTISER OR AGENCY MAKING THE REQUEST.

THIS BOOK GIVES COMPLETE FIGURES AND FACTS REGARDING THE LEADING SMALL TOWN MAGAZINE.

475,000 Copies
MONTHLY
\$1.90 THE LINE

The HOUSEHOLD JOURNAL

The Small Town Magazine With a Mission

THE HOUSEHOLD JOURNAL

CHICAGO
2003 Harris
Trust Bldg.

I. E. SEYMOUR, Adv. Mgr.
BATAVIA, ILLINOIS

NEW YORK
A. H. GREENER
116 W. 39th St.

The New Business Conscience Is Good Business

Division of Profits with Employees and Small Margins for Big Sales
Work to Employers' Advantage

By Roy Dickinson

WHEN the president of a great university, in addressing his graduating class, tells about new ideals in business, some business men are apt to discount it as the usual "now you go out in the world" stuff. For credit men, on the other hand, the average business man has a hearty respect. They are supposed to be almost as matter of fact as anyone else. Sentiment is not considered one of the striking characteristics of the man whose eye is on the bank roll. Let us therefore compare the recent sermon of a college president and a letter sent out by the National Association of Credit Men. Here is a paragraph from President Hibben's baccalaureate address:

"As regards our philosophy of life, the splendid idealism of yesterday has given place to the crude materialism of to-day. Self-interest and self-indulgence have suddenly asserted themselves. The personal problem of life is put by many in the following terms: 'How can I get the most for myself out of the present disturbed circumstances of the world?' And not, 'How can I help re-create the world to a fuller and better life?'"

And here is a quotation taken from a letter sent out by the National Association of Credit Men to its members:

"The producer of commodities must not in these days take advantage of scarcity and a pressing need to impose the biggest profit that a given commodity will bear. The world is starving, not for material things, but for spiritual impulses, and plain speaking about spiritual ideals is the most needed thing in the world to-day."

The latter seems more idealistic than the university president's sermon, yet both are alike in

agreeing on the need for new ideals in business. It is encouraging to see signs of this movement everywhere. Executives of the largest corporations in America, realizing that the Government is not going to help them much in their industrial relations, and that industrial courts set up by presidential ukase are liable to get nowhere, are working out things in their own plants. In working out the new problems in industry, there has come more and more an understanding of the human element in business.

THOUGHTS ON PROFITS HAVE CHANGED

There is also a change of thought in regard to profits. While some concerns are still trying to get all the traffic will bear, others are realizing that permanent good will cannot be maintained if the wrong impression goes abroad that they are trying to squeeze every dollar out of the consumer. "On the producer," says the Credit Association in the same letter quoted above, "rests the responsibility of marketing the commodity at a price to be not larger than necessary to cover the cost of producing and marketing and the usual profit justified, taking into consideration, of course, the immediate business risk." In regard to labor it says: "The laboring man, too, who is organized, must have ideals; and we regret sincerely that organized labor seems seriously to lack ideals in these days, and to have prostituted them for the sake of merely material things and human ambition and directed human efforts along purely selfish lines."

Here, then, is an association of men which sees the necessity for the coming of a new business

conscience if credit is to continue to function properly. It sees that some new conscience or new realization of good business principles must come to both capital and labor.

And in fact it is more apt to be a realization that good business and the new conscience are the same thing than any quick overnight change in human nature. If we depended entirely on that change we would have a long wait. The strike as a weapon of labor, and big profits with small turnover on the part of the man who sells, are ancient and well-fixed habits. The strike is not exactly a modern invention of organized labor, as the credit men seem to feel. Moses lived many years before Gompers was born. He led a fairly successful general strike of the Hebrews in the brickyards of Egypt through building up an efficient organization of the labor forces.

THE STRIKE IS NOT A NEW WEAPON

The strike, then, is by no means new. The first strike in America was pulled off in 1741 by the journeymen bakers, and has been with us ever since. The habit of the man who has something to sell of making a big profit on small turnover is at least as old as the workers' habit of striking. The oldest known written code of laws in the world just translated shows that in the ancient city of Nippur, built on the banks of the Euphrates, the profiteer was doing business. There were laws 3000 years B. C. which provided that a man who sold products to another citizen at a price deemed to show an unfair profit to the seller should be severely dealt with.

At first blush, then, it would seem that the new spirit wished for by college presidents, credit experts and thinking men everywhere, the spirit which economists tell us is an absolute essential during the greatest and most crucial transformation the world has ever seen, has been coming so slowly that it will never arrive. Yet there are fine signs that the new spirit is really on its way in the

name of good business and coming fast.

Reports of the many associations of manufacturers and industrial boards show a tremendous increase in the number of profit sharing, representation, or co-operative production plans. A careful study of these reports and a balancing between the 150 or more successes as compared with the thirty-five or less so-called failures proves that a real conception on the part of capital, management and labor of the new spirit usually wins. A shrewd purpose, either openly or tacitly expressed, to "counteract agitation" or "settle the labor problem," usually fails. The actual plan involved and its mechanics of operation have by experience counted not nearly so much as the spirit of friendliness and fairness in which the plan was conceived and executed. These various plans, which a few years ago were considered visionary, revolutionary, frankly experimental, have proved good business. A firm of industrial engineers, realizing this, refuse to work with plants which cut piece rates when production goes up, and which will not put quick turnover above immediate big profits.

The famous Priestman plan of co-operative production as used in the great Priestman foundry at Hull, England, where nineteen labor unions in the one concern have co-operated and state they would never vote to go back to the old methods of remuneration, the John Leitch plan of Industrial Democracy, the Bridgeport plan, the Rockefeller plan, and hundreds of other individual efforts toward organized co-operation in industry, all have been outstanding developments to prove the adaptability of big business to a realization of the new spirit when it works.

The failures in profit sharing were largely due to a wrong spirit at the start on one side or both sides or too great expectations for immediate results. One firm, for example, gave up a profit-sharing plan some years ago after six months' experiment. The

Uncounted Circulation that Counts

Other than subscribers and buyers of individual copies there is but one kind of magazine circulation. Namely, those relatives and neighbors who read your copy—variously estimated at from two to five.

There is, however, a certain publication that has the above kinds of circulation and in addition another kind that runs into the millions.

For this particular medium is kept on the counters of dry goods and department stores to be consulted by women who come to the store to make purchases. In fact, the Butterick Quarterly is a catalogue, differing from other catalogues, only in this: It is so excellent that 600,000 women pay money to own each issue.

It is not possible to figure accurately the number of women who merely consult the Quarterly at the store, but records of the merchandise sold through this catalogue indicate the number as 7,500,000 *each season*.

This vast and valuable circulation *is not charged for*. It is uncounted circulation that counts.

reason for its discontinuance, as given by the head of the firm, was that in the period of trial it "had not improved the character of the workers."

The president of a great manufacturing concern has stated that five basic principles make industrial relations harmonious—justice, co-operation, economy, energy, service. He thus puts the intangible qualities first.

TROUBLES WILL GIVE PLACE TO UNDERSTANDING

Thus labor troubles started perhaps by Moses will give place to understanding as the good word spreads. And so also our other problem, the so-called profiteer. Business ethics has been built up layer by layer. Quick and fundamental changes have come, in what is honest business practice, in sales, advertising and production. Yet the old law of Nippur, almost 5,000 years old, still remains a dead letter, and big profits, no matter how secured, are put first in industry. Competition for increased profit naturally remains in most cases the dominating incentive for big business. Yet the credit men say "The producer of commodities must not in these days take advantage of scarcity and a pressing need to impose the biggest profit a given commodity will bear."

It seems impossible that a change can come quickly—yet just as in the working out of industrial relations by the new spirit we find a new principle in merchandising. It is the short-sighted minority of manufacturers to-day who operate on the "all the traffic will bear" principle. The change is coming quickly. And the force of advertising is having a whole lot to do with the change. A concern which has invested hundreds of thousands of dollars in good-will and prestige-building advertising cannot afford to operate on the "get it while the getting's good" principle. Immediate profits, if they are sensational, come in conflict with permanent good will, and it becomes good business policy to do big volume at a smaller profit per unit. The

firm which thus becomes an institution of real service to the community and acts upon that principle builds up a good-will asset which is invaluable.

PRINTERS' INK has published numerous articles relating to companies which have been able to reduce the price of their product for the public benefit through advertising or massed salesmanship. When a concern buys space in the daily newspapers to tell the public that high prices and too big profits are a menace to society, a new attempt is being made to put a corporate character on paper and to hurry the evolution of the new business conscience through the force of advertising. Read what H. B. Hoffman, president of the Victoria Garment Company, and vice-president of the Cotton Garment Association of America, says. The following are quotations from his recent paid advertising:

"I am a business man who, like all business men, responds to market conditions. But the country has gone into a rut, and it rests with us business men to restore it to its normal pursuits. This can only be done by a reduction of 35 per cent in the price of all merchandise."

"Has the lure of big profits captivated us all? Is it impossible for us to realize that normal profits carries along with it its own satisfaction? Are we still dreaming of big profits after the period of stagnation?"

"The solution is possible if we can consider the problem as a collective one, for which no one in particular is to blame, but for which disastrous results all of us had a finger in."

"Laws cannot legislate good will into us, and this problem can only be solved by a generous application of good will."

"Commerce, as we now practice it, is pursued because of its monetary rewards."

"We have a small supply and a big demand for the goods of the world, so that an active competition for the merchandise brings prices up and encourages speculation. The war debts add an addi-



Expressing "Class"

YOU'VE noticed, no doubt, how some illustrations portray merchandise not merely with fidelity but also with an "atmosphere" that is powerfully suggestive of quality in the best and fullest sense.

There is, for example, a way of handling women's apparel in window and counter displays so that this "air," this environment, this atmosphere of "class" is distinctly and impressively present.

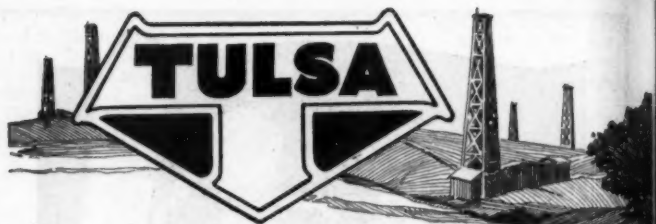
It requires "know-how."

We'd be pleased to assist you in correctly interpreting your merchandise to the public. One of our plansmen will be glad to advise with you.

The International Displays Company

Cleveland, Ohio





Tulsa Manufacturers Use The Tulsa Tribune Because—

they know that its circulation is built on a firm business basis. November, 1919, the first month we operated this newspaper under the name of our predecessor, the Democrat, our circulation revenue was \$4010.54 for 22,700 copies sold daily, or \$.006 per copy.

In May, 1920, we received for 19,750 copies sold daily \$9300.97 or 1½¢ per copy. A clean increase of 9/10 of 1 cent per copy over a period of six months is not a record to be ashamed of.

THE STATEMENT BELOW TELLS A STORY TO THE SOPHISTICATED AMONG SPACE BUYERS

CIRCULATION RECEIPTS

		Avg. Daily Cir.	Avg. Per Copy
1919	Cir. Rev.		
Nov.	\$4010.54	22,750	.006
Dec.	\$5106.78	20,534	.0077
1920			
Jan.	\$7675.63	19,288	.011
Feb.	\$6742.03	18,165	.01
Mar.	\$8696.81	18,617	.014
Apr.	\$8374.95	18,395	.015
May	\$9300.97	19,750	.015

Some space buyers have always sought quality circulation and a few publishers have. Those who have not will be driven into operating on a business basis or closing up shop. WISE SPACE BUYERS ARE MORE THAN EVER CONCERNED ABOUT CIRCULATION REVENUE

A CIRCULATION
GOOD AS GOLD

RICHARD LLOYD JONES
EDITOR

G. LOGAN PAYNE COMPANY

Marquette Building, Chicago, Ill.

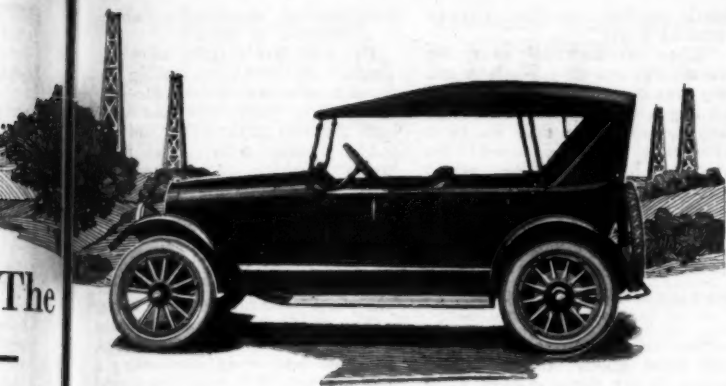
Kresge Building, Detroit, Mich.

Carleton Building, St. Louis, Mo.

The Tulsa Tribune

National Representative

14th Ave.



It Conquered the World's Worst Roads

Unusual conditions forced a group of wealthy oil men to build for their own needs, a car that would withstand the punishment of the World's Worst Roads—those of the Mid-continent oil fields. They called it the TULSA, after the city that is the hub of their activities.

For more than two years the TULSA has been put thru the most gruelling road tests, and has come thru with a clean slate. It has gone down into the very depths of mire, sand, gumbo and

ruts—over roads utterly impossible to describe.

The public was quick to find out about the unusual performance of this remarkable car, and asked to be supplied. So what was the outgrowth of these oil men's needs, now becomes a gift to others in the Touring and Roadster models.

Back of this car are millions of dollars, engineering skill of the highest degree, and a factory organization of unusual efficiency.

TULSA AUTO MANUFACTURING COMPANY

TULSA, OKLAHOMA

st Tribune

75% PAID

IN ADVANCE

**T. F. McPHERSON
BUSINESS MANAGER**

National Representatives:

PAYNE, BURNS & SMITH, Inc.

1000 Ave. Bldg., New York, N. Y.

100 Boylston St., Boston, Mass.

tional burden to the already harassed buyer."

"When workers all over the country are out of work, how can they resume buying? *They could not buy when they were working; they certainly can only buy less when they are out of work!* So why fool ourselves? Are we to be led astray by the beautiful mirage of a bursted dream? Should we not all face the facts as they are and admit that prices should really come down?"

PERHAPS SPECULATION MAY SEE ITS LAST DAY

"Let all manufacturers who still have goods bought at low prices forget their market value and figure them at cost, plus a modest overhead, and I am sure that they will be in a position to de-value their merchandise 35 per cent. If legislation would follow along this line of argument speculation will have seen its last day."

"Let, the mills figure likewise; let the retailer figure likewise. And let us for one year suspend speculation, over-valuation or inflation, and then we might learn that it is not necessary to declare 300 per cent, 200 per cent or 100 per cent dividends as some of our mills are now doing; that it can be possible to resume business on a pre-war basis, plus the increased overhead—which volume of sales might help to reduce."

"Good will can solve everything. Let us display it in good time before disaster overtakes us all. Hungry mouths and high prices are a menace to society."

What this one man is trying to do in his copy will be interesting to advertising firms generally.

Advertised goods, by the very nature of a brand, a trade-mark and the name of a firm standing back of the goods, are out of the speculative class. There is a great difference between the marketing of raw camphor—unnamed, unbranded—and Shredded Wheat or Ingersoll watches.

The ill will of the public against profiteers is directed mainly toward unadvertised, un-

trade-marked merchandise which is speculative in nature.

The time has arrived when individual industries are making the decision whether to take the step forward in their relations with both the men in the plant and the public outside which buys their product, which pays wages to labor and dividends to capital. When a new conscience becomes good business evolution comes quickly. It is up to the firm which, by advertising, is able to keep its capital working throughout the year, and by frequent turnovers at a low profit per turnover makes a large profit on invested capital, to show how it is performing a real service. It is surely not good business to raise prices sufficiently to slacken turnover, and though making a larger profit per sale make less on invested capital. And it is that practice which has been with us since the days of Nippur.

In the same way a firm which does have good industrial relations can find many ways to use the resulting low labor turnover, better morale and pride in craftsmanship in its copy.

Human nature will not have to change more quickly than it has in the past 5,000 years to bring about the new business conscience. Competition, good business and advertising is more apt to do the trick.

The man who makes money by serving the public gets a lot of fun out of business. He is also more apt to divide part of his profit with the men who helped make it.

He is the same kind of man who puts his name on his product and tells people about it.

Will the big national advertisers of America lead the world to the new business conscience which is also good business practice?

College Turns Out Trained Salesmen

Pennsylvania State College has turned out over 200 salesmen, scientifically trained to sell fertilizer to the farmer. The course was conducted in co-operation with the soil improvement committee of the National Fertilizers Association.

Those Old Inn Signs

There doesn't seem any connection between the "Bag o' Nails" and "Bacchanals," but there is! This is how it came about: An innkeeper put the sign of the "Bacchanals" over his door, but his customers, not understanding it, pronounced it like "Bag o' Nails," so it means practically the same thing as the "Jolly Topers."

"The Goat and Compasses" was once the "God Encompasseth." Another of a similar nature is the "Pig and Whistle." It is very old, being derived from the Anglo-Saxon phrase, "Piga Was-sail" or "Hail, Virgin!" The "Lamb and Flag" is also religious in its origin, but it retains its form unaltered. The "Swan with Two Necks" ought to be the "Swan with Two Nicks," for its beak was marked with two cuts, or nicks, to show who owned it.

Some inn signs are historical. The "Bull and Mouth," for example, is the Boulogne Mouth, from a sea fight which occurred outside the mouth of the harbor. So is the "Cat and Fiddle." It should be the "Caton fidele," or "faithful Caton," after a governor of Calais. Others are distinctly humorous. The "Good Woman" has a head, while trying to wash a black boy white is the "Labor in Vain."

Signboards have often been painted by famous artists, including Holbein, Hogarth and Millais, some of whose are still extant. In the sixteenth and seventeenth centuries, the signs of taverns were often very elaborate, that of the "White Hart," at Scole, in Norfolk, costing \$5,000. Another in London was so heavy that it brought down the side of the house, killing four people. The result was an act of parliament prohibiting dangerous signboards.—London Answers.

To Put Old Dobbin Back on His Feet

The Horse Association of America, at a recent convention in Pittsburgh, passed on plans calling for a campaign designed to impress upon the public the importance of the horse in local transportation work. While the association is not antagonistic to the motoring interests, it believes in the efficiency of the horse for short hauls, his use on small farms, etc.

L. L. Dirr With Affiliated Fruit Jobbers

L. L. Dirr, who was recently with the Potts-Turnbull Advertising Company, Kansas City, Mo., has been made executive secretary of the Fruit Jobbers' Conference, Kansas City.

Motorbus Account for Campbell, Blood & Trump

The Campbell, Blood & Trump Advertising Agency, of Detroit, has secured the account of the Detroit Motorbus Company.

Consumers' Organization, Says Nystrom

INTERNATIONAL MAGAZINE COMPANY
New York, June 23, 1920.

Editor of PRINTERS' INK:

May I congratulate you on publishing such a strong article on the need for an organization of consumers to take part in adjusting the ever-growing difficulties between capital and labor, as that which appeared in PRINTERS' INK June 3 "What if There Should Be a Brotherhood of Consumers?" by E. St. Elmo Lewis.

Mr. Lewis states the problem concisely. The need for some sort of organization is evident. Ordinarily the Government would seem to be the instrument through which the public might find relief, but the Government seems to be incapable of taking proper measures.

The subject is a live one and I hope that you will publish more upon it. If Mr. Lewis' plan is the best way out, let us hear more about it.

PAUL H. NYSTROM.

New Account and New Men with Rosenberg

The Goshen Shirt Manufacturing Company, maker of "Crest" brand shirts, has put its advertising account in the hands of the Irwin L. Rosenberg Company, Chicago. The campaign for this account includes magazines, newspapers, trade publications and general dealer promotion.

L. M. Brouillette, formerly advertising manager of the Cole Manufacturing Company, and later western representative for the *People's Popular Monthly*, has joined the copy staff, and Paul Gerding has joined the art staff of this agency.

Central Auto School for Fuller Agency

The Toledo office of the Charles H. Fuller Company, Chicago, has secured the account of the Central Auto School, Detroit. Copy will appear in a list of general and farm mediums.

Miss Bagley, Advertising Director, Hickson, Inc.

Miss Kathleen Rogers Bagley, who has been engaged in free lance advertising work, has been appointed advertising director of Hickson, Inc., New York.

Chicago Advertises in Vienna for Cooks

Vienna newspapers are printing advertisements asking 2,000 Austrian women cooks to go to Chicago. It is explained in the advertisements that Washington will authorize their admission.

Second Largest Daily Morning Circulation In Ohio

What Columbus Wholesalers About The Ninth Annual The Ohio State Journal



G. W. BOBB,
of The G. W. Bobb Co.



A. S. HAMMOND,
of Monypeny-Hammond Co.

**44 of the 74
Booths Have
Already Been
Reserved**

"I THINK the Ohio State Journal Food Show is a great thing. It is one of the best ways of advertising goods direct to the consumer. I always look upon the State Journal show as the biggest food event of the year in central Ohio."—G. W. Bobb of The G. W. Bobb Co.

* * *

"I CONSIDER this an excellent opportunity for manufacturers and packers to get into direct contact with the consumer. By this means they have the opportunity of bringing their goods before thousands of the consuming public. I take pleasure in recommending the Ohio State Journal Food Show very strongly."—A. S. Hammond of Monypeny-Hammond Co.

* * *

"I CANNOT think of any better way to reach the ultimate consumer, with that added personal touch which is so much desired in business, than is afforded by the annual Food Show of the Ohio State Journal. This is regularly the outstanding food event of the year in Columbus and I cannot recommend it too highly to the food industries of the United States, or any other branch of business selling principally to women."—Charles C. Higgins of The Charles C. Higgins Co.

Read By The Buying Power For 109 Years

Ohio

Read By The Buying Power For 109 Years

Wholesale Grocers Think

Annual Food Show Of Journal, Nov. 1st to 7th

"AS distributors of pure foods, we can safely recommend and endorse the annual Ohio State Journal Food Show, as being the great medium for the proper demonstration and promotion of the sale of goods. The fact that you come in personal contact with the buying public and those visiting the show, enables you to reach the very heart of the distribution idea."—J. M. Bobb of the Geo. Bobb & Sons Co.



J. M. BOBB.
of The Geo. Bobb & Sons Co.

* * *

"I HAVE observed the Ohio State Journal Food Show each year for the past eight years and recommend it as an excellent means of placing foods directly before the housewives. It stimulates the trade of the wholesalers and retailers to an extent that is very gratifying to those of us who are engaged in the distribution of foods."—Frederick Shedd of E. E. Shedd Mercantile Co.



FREDERICK SHEDD.
of E. E. Shedd Mercantile Co.

Make Your Reservations Today

(Address, Merchandising Dept., Ohio State Journal, Columbus, Ohio)

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK

PHILADELPHIA

CHICAGO

Second Largest Daily Morning Circulation In Ohio

"Sampling" Pipe Fittings and Tools to Create Demand for the Dealer

Walworth Manufacturing Company Sends Specialty Men to Canvas Consumers

By Donald Kirkland

SUPPOSE you were a mill-supply dealer handling many hundreds of items in the line of pipe fittings, valves, tools, and associated specialties—a collection of materials and articles made by a variety of manufacturers. Among them were duplicate lines of competing manufacturers, which you, as a mere distributor, carried to meet the preferences of your trade.

And suppose one of those manufacturers sent into your territory a salesman, not to sell you, but to sell your customers or those whom you would like to make your customers—to talk to them about the merits of his product and to take a sample order when possible, which later would be filled through you.

Supposing those things, for which manufacturer's line would you be most apt to feel demand, and which would be most likely to receive your favored attention?

This case is indeed a real one, being the plan used by the Walworth Manufacturing Company of Boston. It is supplementing the usual means of sales promotion—that is, the solicitation of wholesale salesmen, dealer and consumer advertising—with the personal work of specialty men who go direct to the ultimate user—the manufacturing plant, the machinist's shop, the railroad, the plumber, the engineer, etc.

A new jobber may say to the Walworth salesman, "Your goods are all right, but so are those I already carry, and I don't see why I should double my stock by the addition of a duplicate line of merchandise." The Walworth salesman confidently smiles and exhibits the sample orders taken by the specialty man which he desires to fill through the jobber. These orders exert a powerful influence upon both regular and new

trade—not, of course, for their mere actual volume, but for their potential repeat business extending into the indefinite future.

This specialty work is definite, positive creation of demand by the most direct of all methods. The Walworth line, as was pointed out in a recent article in *PRINTERS' INK* in connection with its advertising of "Genuine Walworth Stillson" wrenches, comprises many hundreds of articles. These naturally align themselves into two classes—the standard unidentified pieces, which are similar, at least in appearance, to those produced by others, and certain specialties, of which there is a fairly extensive list, such as the Stillson wrench, Walco Adjustable Hex Wrench, "Kewanee" Unions, Kewanee Regrinding Valve—and for which can be claimed certain exclusive merits that can be pointed out and seen by the purchaser.

THE WHOLE LINE HANGS ON THESE

It is upon these latter that the specialty men concentrate, not because of any lack of desire to sell the whole line, but because they provide something definite upon which to hang a definite selling story. The selling work is based upon the same principle that makes another advertiser pick out a leader to advertise because it has outstanding features of merit. Without these definite arguments the selling work would have to be based upon a general story concerning the merit of Walworth products, less tangible and more difficult to present.

If I have given the impression that the consumer work is a spasmodic affair merely to bolster up weak spots and to provide a special lever upon some particular dealer, let me correct it, because the work goes on consistently and

constantly in all parts of the country, just as the regular sales work of the company. Consumer solicitation is a definite and permanent part of the Walworth marketing scheme. It has been used for two years and is considered to be a successful method of sales promotion.

Each specialty representative works a permanently assigned territory. At present there are fifteen of them, with another dozen going through the intensive training course which I shall later describe. Each man works his territory in much the same manner that he would if he had a product sold exclusively direct. Taking his headquarters as a radial point, he covers the cities in his territory on a logical and consistent plan. This is subject to variations, as he works closely with the branch manager or the division to which he is attached and with the local wholesale salesmen. His job, however, as L. F. Hamilton, sales promotion manager, expressed it, is "to visit every place that has a smokestack, tell his story, and if possible, secure a sample order."

He usually seeks out the chief engineer. His training has enabled him to talk in the engineer's terms. He may or may not secure the try-out order. In the latter case the company considers the desired result to have been in part accomplished, to impress upon the mind of the man who determines what make of fitting or valve is to be bought the advantages of the Walworth line. Sample orders are secured in perhaps thirty per cent of the places visited, ranging in value from two to twenty-five dollars.

THESE SAMPLES COUNT FOR FUTURE ORDERS

"The actual amount of the order," says Mr Hamilton, "is of minor consequence. The aim is not to get a large volume of direct business, but to place actual paid for samples in as many places as possible in the expectancy that they will lead to repeat business through the regular channels.

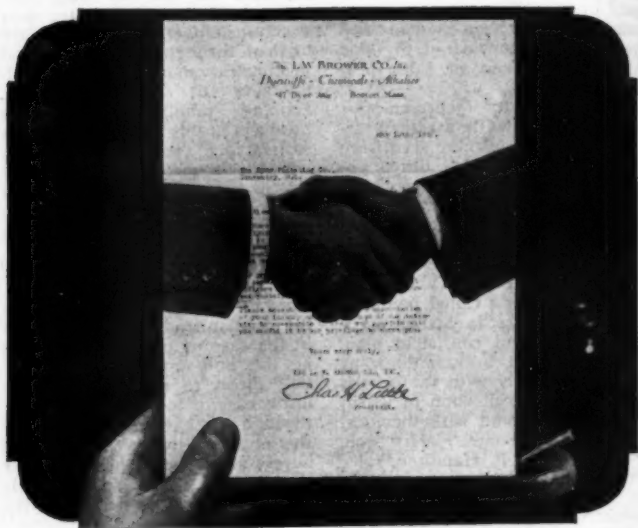
"If the plant is already using

our goods the specialty man introduces other lines which they may perhaps not be aware of or of which they may be using competitive makes. If they are non-users our object is to get our story to them through a description and demonstration of the specific advantages of these specialties. Gaining familiarity with our products in this way and receiving satisfactory service from the wrench, the special union, or other article they may order, it is not unlikely to expect that subsequent orders for standard goods will specify the Walworth make."

Instructions of the specialty man are to sell without price, since the orders are filled through the regular trade channels, which in the case of pipe fittings would be the mill-supply jobber, who sells direct to manufacturers, or in the case of tools, like wrenches, through the hardware jobber and the retail hardware store. Few buyers insist upon a price, because the purchases are so relatively small; but if it is demanded the salesman telephones the concern's regular supply house or the nearest distributor and inquires at what figure he will supply the desired articles.

Contrary to the method of the regular direct-user salesman, the specialty representative does not usually call back for repeat business. His object is rather to spread the message to as large a number of buyers as possible; and once the sample order has been procured that has been accomplished. He is constantly, therefore, visiting new plants and extending his efforts in an ever widening circle. Two calls would probably represent the limit of his endeavors upon a single concern, until possibly he had covered his territory completely, when a canvass would be made. Long intervals of time would therefore elapse between visits. An exception to this is the unusually large consumer, who is the object of special and more frequent attention.

This is an important point to observe, because the specialty



SYSTEMS

Prepared by The H. K. McCann Company

Has Your Letter a Firm Grip?

One of the world's greatest business men once remarked that he judged a man almost entirely by his hand-shake. When your letter is your introduction, its physical quality makes that first impression—it is *your* grip.

Much depends upon the paper on which your letters are written. It should reflect essential business attributes which you cannot write into the letter itself—integrity, dignity, strength, briskness. Systems Bond does this. Its crisp freshness, firm texture and rich finish stamp it with character—the kind of character you want your letters to have. Systems is a business man's bond—a splendid rag-content, loft-dried paper of acknowledged excellence. It can be obtained everywhere at a uniformly reasonable price.

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well-known Pilgrim, Transcript, Manifest and Atlantic marks.

EASTERN MANUFACTURING COMPANY
501 Fifth Avenue New York, N. Y.

Mills at Bangor and Lincoln, Maine



BOND



*The Rag-content Loft-dried Paper
at the Reasonable Price*

man's work is not to supplant the duties of the regular mill-supply house salesman, who would have a regular trade upon which periodical calls are made in the same manner that a jobber's salesman would call upon the grocer.

Sometimes the specialty man works closely in touch with the jobber's representative, who is, of course, keenly interested in the results of his sales work among those establishments which are not his customers, since it is a help to him in increasing sales. The trial order may serve as an excellent introduction for the regular jobber's salesman and may multiply itself a thousand times.

Sample orders are first turned over to the manager of the Walworth branch distributing station covering the territory and reach the jobber through the wholesale salesman. There is no set rule as to which jobber may receive the orders. Preference is given to those regularly handling the complete Walworth line; it helps to build up their business, to introduce them into concerns where they may not have been represented. Such co-operation of course wins a large store of good will. If the purchaser expresses preference for some particular distributor, the order is, of course, placed with him. In other cases dealers with whom the Walworth wholesale salesman wishes to establish connections or to encourage into a larger representation of the complete line are approached with these orders as a leverage. If complete representation is not found possible of accomplishment, the minimum request is for a purchase twice the volume of the orders turned over.

JOBBER ENLISTED BY THE PLAN

The exact manner of utilizing the orders is largely a matter for the discretion of the branch manager and individual wholesale salesman, depending upon the conditions in the particular territory.

"Generally speaking," said Mr. Hamilton, "mill-supply jobbers will carry a representation of dif-

ferent manufacturers to meet definite demands, but specialize more or less upon a particular line. Thus in a city with half a dozen distributors there would usually be representatives of as many manufacturer's lines. Our specialty plan has helped us to get complete representation, however, among jobbers who had previously given most favorable attention to competing lines or who had handled only part of our products. Most noticeable, too, is the fact that many jobbers carry the specialties where normally we might not be represented at all. It helps materially to keep present dealers in line. An instance illustrative of this point recently occurred. A competitive salesman in conversation with a dealer said:

"I understand that Walworth has a missionary man up in this territory."

"Yes," said the dealer, "and he sure is doing a lot of work, for just look at the bunch of orders he just sent in," picking up a number from his desk.

"The competitive salesman immediately regretted he had introduced the subject.

"Of course the volume of orders secured by the consumer-workers do not directly pay for their cost," said Mr. Hamilton, "but we consider it an excellent investment, nevertheless, because their work is the starting point of an endless chain of publicity, good will and definite business. In this respect it is not unlike general publicity, where the visible returns are slight but which experience demonstrates to be a most powerful means of business development.

"Aside from this, however, it has another value for us in that it provides the ideal training ground for our regular sales work. For a line such as ours salesmen do not spring forth full-grown. They must be trained and developed. In the past two years eight of these specialty men have been put on to our regular sales force. We expect that practically all our future salesmen will come from the ranks of our specialty men. This incentive enables us

to get into our specialty work men of the right calibre. All of them have had at least a high school education and several are college men.

"I call the training of the specialty force after they are out in the field their high school education, while their preliminary training is the primary school."

With sales training looming up such a large factor in present-day business, the thoroughness with which this preliminary training is given deserves special emphasis. So important is it considered and so thoroughly is it carried out that it requires from six to nine months and represents an investment of several hundred dollars per man. "Know your goods," is the favorite motto of the present-day sales manager. Before a man graduates from his primary training with Walworth he has had opportunity to learn his goods in all their phases. For he does actual shop work in nearly all departments of the factory. Men are selected from among the company personnel. Applicants from outside who want to get into the work are advised to secure a job in the organization and later if they show the signs of character wanted they are assigned a place in the course.

TRAINING IS THOROUGH

The main qualifications are those of character. "If they are O. K. on this point," Mr. Hamilton said, "our experience is that programme will work out, and the student transferred from department to department, doing regular shop work and spending as much time in each as is necessary to absorb the manufacturing details. The student must become a big question mark, and make himself familiar with the technical processes in each department. Foremen co-operate. In the shop, however, these men are not considered as West Pointers. They work regular shop hours, punch the clock and are subject to the same discipline as other workers."

Each student makes daily and

weekly and departmental reports, summarizing what he has learned, which reports furnish a reliable guide to his progress.

After going through the departments at the Boston factory they are transferred to the Kewanee, Illinois, plant, where most of the specialties are made, and go through a similar process there, with the addition of class work in which sales demonstrations help to teach them methods of utilizing their technical knowledge in the field.

When they go into active duty they not only have the confidence that comes from knowledge, but they also have a feeling of "belonging"—they are absolutely sold on the house and have that feeling of loyalty which can come only from association with it.

Careful training brings successful results. Of all the men who have gone through the course none has been dropped, and most of them have stuck, doing their work successfully and faithfully. A few have resigned to take better positions, but four-fifths of all the men trained in this manner are still with the company—a record which is probably unusual.

When first placed in the field the men are kept close to divisional headquarters; but as they gain experience are permitted to spread out. They usually work out their own programme of work, in co-operation with the branch manager.

Actually they are under the jurisdiction of Mr. Hamilton, who directs their general movements and co-ordinates the whole. A system of reports enables him to check their work, and guide and stimulate them. First of all is a report of each individual call giving various details concerning the plant and the results of the visit. Then there is a weekly summary indicating the number of calls made, the individual report numbers covering them, number of sample orders received, number of pieces in sample orders, number of stock orders received, number of pieces in stock orders,

Printers' Ink Monthly for July

Inspiration

The Bunk About Wage Slaves

Dr. Frank Crane

Human Interest

How a Hobby Became a National Business

Roland Cole

Peaches and Veils

Fred C. Kelly

Executive Management

High Costs and Invested Capital

Irving Bush

What Men Can Be Trusted?

C. P. Russell

Methods

How Shall We Describe It?

G. A. Nichols

Making Mail Sales Automatic

Frederick C. Kendall

Mailing the Million Edition Catalogue

R. K. Sewell

How Burpee Solves Correspondence Problems

Arthur McClure

A Double-Action Display Cabinet

Roy Dickinson

Advertising That Individualizes the Appeal

Donald Kirkland

Novel Truck Bodies as Advertising Mediums

Jessie Bracker

Selling Ideas

How Shall We Pay Our Salesmen? *Samuel Dublirer*

A Kitchen in a Sample Case

The Salesman's Report Simplified *J. F. Cameron*

Personal Experiences

Early Advertising Adventures II. *W. R. Hotchkin*

Trends

Hole-in-the-Wall Merchandising *Robert R. Updegraff*

Advertising Technique

Backgrounds That Suggest Character of Merchandise

Collier Marshall

A Riot of Color—or Restraint? *R. Bigelow Lockwood*

Pattern Background Textures of Your Own Making

John Armstrong

Photography as an Aid to Draftsmanship

A. L. Townsend

A Layout Sheet That Saves Time *J. H. Miller*

Grey Paper for Illustration Contrasts *F. W. Easterly*

How Crayon and Charcoal Drawings Are Made

W. Livingston Larned

Things That Are New in Technique *Norman Field*

Read every article in this issue of
Printers' Ink Monthly

The Right Angle in Advertising

An Election Every Day



BASIC principle of a democracy is that the majority opinion has the RIGHT ANGLE on the public welfare. That's why the United States selects a President by popular vote. Admittedly it is a good, workable principle, but—too many business men and corporations shoo it off to one side as if it were an unwelcome hen come to scratch in the industrial garden.

We hold an election *every day* in our business. We do that to get the RIGHT ANGLE on advertising policies and the copy needed to carry out those policies. We believe that the majority vote of experienced men comes as close to absolute certainty in advance as human beings may attain.

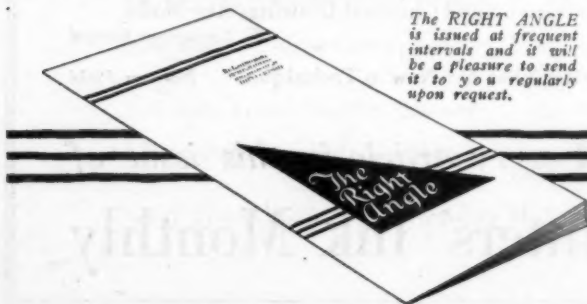
So we get the RIGHT ANGLE on advertising by *electing* every detail that enters into a campaign.

Collin Armstrong, Inc.

1463 Broadway at 42nd Street, New York City

GENERAL ADVERTISING AGENTS

New York - London - Paris - Toronto - Montreal



The RIGHT ANGLE is issued at frequent intervals and it will be a pleasure to send it to you regularly upon request.

and specific information as to advertising matter left with the prospect. A weekly detailed report of orders received accompanies this list, by name of firm, with a description of the items.

There is considerable of value in sales reports if properly used. In many concerns little is done with them except record them. I once asked a sales manager what good his sales reports did him. "Oh," he replied, "they serve to keep a clerk busy!" This probably accounts for the apathy of salesmen generally toward them. Mr. Hamilton utilizes these reports not only as a means of information as to the salesman's work, but as a stimulant to the entire force. From them he makes up a general summary showing the accomplishment of all the men, so that each may see his work in relation to the results of the others. With this weekly summary also go comments from each of the men as to what they are doing. For example: "Worked in towns surrounding Springfield, where I found Walworth specialties well received. It is a case of 'show me' with these men."

During the training course all the men are on an equal basis, receiving approximately \$100 a month. After that salaries are advanced according to results. These are determined largely from the reports—from the number of calls, the number of orders relatively to them, the type of concerns visited and from whom orders are being received. A given number of orders from large firms are worth vastly more than the same number from small concerns.

"While the men are not 100 per cent perfect in rendering these reports," says Mr. Hamilton, "they are reasonably so, having a real incentive to send them."

No definite figures are available, of course, as to just what this system of selling accomplishes; but Walworth faith in it is demonstrated by the fact that the work is being vigorously prosecuted in spite of being oversold; and sample orders receive priority

preference. It is going to count when conditions get more nearly normal and the real fight for business is on.

The advantages, according to Mr. Hamilton, may be summed up as follows:

The actual results of the missionary work itself in the way of new consumers developed, additional outlets obtained, etc.

The fact that it is a training school for salesmen.

The fact that it affords an outlet for regular, systematic advancement for bright and capable young men who are in the organization and who might otherwise be attracted elsewhere.

Rubber Retained Clocks Advertised

Those who actually throw alarm clocks across a room in early morning hours, and those who have a target when they use clocks as missiles, may discover in certain trade papers an advertising campaign that will point the way to an economy. This campaign sets forth the merits of a rubber retained clocks.

While the advertising does not call direct attention to these classes of consumers, one may judge from the name "Lewis Nojar" that the clock will stand much rough usage.

Some of the advantages of the rubber-retained clock have been set forth in the following fashion:

"Hard, rough usage, knocks, jars, jolts, accidental dropping, do not affect it, for the ebony rubber casing cushions the timepiece against all blows and vibration.

"Takes little space in a pack or bag. Water-proof, dust-proof, electric-proof. Will not scratch or mar anything with which it comes in contact.

"Easily read in the pitch-dark tent, the open country, the dense woods, the Pullman berth, the hotel room, the Luminous Dial and Hands standing clearly in any degree of darkness."

New Account with Nemeyer

The National Telephone Supply Company, Cleveland, has put its account with Paul Nemeyer & Company, of that city. A business paper and direct mail campaign is now in preparation.

Steinman at San Francisco for Young & McCallister

J. H. Steinman has been appointed San Francisco representative of Young & McCallister, Inc., Los Angeles, printer, typographer and maker of window displays.

Keeping Up With The Times

A FACT A WEEK

According to the Manufacturers'
Census Bureau

Washington

As a Manufacturing City

**Has Over 600 Industries
Employing About 35,000**

The total capitalization of manufacturing industries in Washington is now more than Eighty Million Dollars, and the total output of these industries has more than trebled within the past six years.

The Washington Times

WASHINGTON, D. C.

Overdone Specifications

SPECIFICATIONS, of course, are an engineering necessity. If we attempt to manufacture anything in the world without a complete set of specifications, we shall be hopelessly lost before ever we get started. But a prominent manufacturer suggests that to specifications as to all other things in the world we may justly apply the adage telling us that there is a place for everything, and implying that we should keep each thing in its place.

Suppose you go into a jeweler's store for a watch. Suppose the proprietor, anxious to make a sale, shows you a timepiece, and begins to urge its merits upon you by telling you its weight, its diameter, its thickness, the length of its mainspring, the number of teeth in its several wheels and the consequent gear reduction between the driving wheel and the hands; suppose he recites to you the chemical analysis of the glass in the crystal and the steel in the mainspring and the ink with which the hours are marked on the dial; suppose he flashes a bulky roll of blueprints upon you to convince you that the construction of the watch is all it should be.

An engineer—that is, an engineer who has had experience with watches—would doubtless be able to settle for himself, after such an exhibit, whether the watch would keep good time. But one does not carry a watch-engineer about with one in the search for a timepiece. What the prospective purchaser of a watch wants to know is whether it will answer his requirements for a timepiece and at the same time please him with its appearance, at a price which is what he can afford to pay. The manufacturing specifications have not the slightest bearing upon this, save in the mind of a man so skilled in watch-making that he would require no guidance whatever in his purchasing.

Now, when you are in the market for an automobile, or a motor truck, or a tractor, the aver-

**During the First Six Months
of 1920**

**The St. Louis Star was
FIRST in total display
advertising in the
St. Louis daily field**

▼ ▼ ▼

**The Star's Gain in Local
Display Advertising for
the same period was
greater than the Combined
Gains of ALL OTHER
St. Louis daily newspapers**

**don't say "Paper"
- say "STAR"**

Trade Mark Registered

**National Advertising Representatives
STORY, BROOKS AND FINLEY
CHICAGO PHILADELPHIA NEW YORK**



*Another
booklet
bound in
INTERLAKEN*

Printed by Sheffield-Fisher Co., Inc.

Rochester, N. Y.

Bound by J. F. Tapley Co.

New York City,

The Todd Protograph Company of Rochester, New York, bound their interesting booklet, "Protecting the Nation's Money," in INTERLAKEN Book Cloth. They foresaw that a book dealing with the methods of protecting bank checks against forgery and check-raising would have many readers in every business house. Consequently, the world's largest makers of check protecting devices specified the world's most serviceable bookcloth—INTERLAKEN

AN INTERLAKEN binding on a booklet or catalog renders it invulnerable to all the abuse, inattention, and hasty judgments from which paper-bound booklets habitually suffer.

Let us send you our cloth-bound booklet, "Getting Your Booklet Across." It explains, in detail, the real economy and business-getting value of cloth covers.

INTERLAKEN MILLS, Providence, R. I.

Interlaken
Book Cloth *The standard since 1883*

age salesman and the average selling organization inundate you with specifications much as does the imaginary jeweler of our fable. Does this maze of statistics really mean anything to you, beyond what the man behind them tells you it means? He reels off a mass of figures about gears and gear ratios and revolutions per minute and leaves you in a fog; then he tells you that this all means that the car can go up a twenty-degree incline on high, and the fog is somewhat dissipated. But why could he not have made the last statement first, and let it go at that?

We venture to assert that in nine cases out of ten the manufacturing specifications mean nothing to the user of a machine. Tell him what it will do, show him how to make it do it, and he knows what he wants to know about it. Good specifications are a pre-requisite to a good machine, of course. But why thrust them on the buyer? The housewife who buys bread on the strength of a chemical analysis is almost a *non est*. The engineer who buys wire may properly ask for a statement of its composition and its tensile strength and its conductivity, but the individual user who wants the wire to wrap around a package or to hang down his well with a load on it or to attach to his door-bell depends upon his dealer to give him a wire that will serve for the purpose in question.—*Scientific American*.

A. & P. Gains Over Fifty Per Cent

For the first three months of the current fiscal year—the quarter ended May 29—the sales of the Great Atlantic & Pacific Tea Company were \$65,884,721, against \$43,055,584 for the corresponding period last year—an increase of over 53 per cent.

San Francisco Chamber Issues Paper

"San Francisco Business" is the name of a new illustrated weekly that has been issued by the Chamber of Commerce of that city. Its object is to reflect all activities of the city in business, trade and finance.

David Bennett Hills

is now a member of this organization.

Mr. Hills comes to the directorship of our art department thoroughly schooled for this important position. For many years he has directed the art activities of some of the leading advertising agencies.

Our clients will find that in this new sphere of activity Mr. Hills will prove an unusually strong force in that close cooperation which should exist between the various units that go to make up a successful advertising campaign.

Louis C. Pedlar, Inc.

Counsellors in Art

246 Fifth Avenue

New York City



Direct Advertising

The long, strong rope of Direct by Mail and Supplementary material which ties up conviction to your sales story—and clinches the order.

100-Proof Direct Advertising requires the same study and production genius as any other form of printed salesmanship.

Many otherwise good campaigns fail because this part of their plan is weak.

Several successful firms employ this organization for the production of their Direct Advertising to—

Sell direct-by-mail—

Supplement their Salesmen's work—

Back up their general advertising—

Perhaps YOUR proposition could be benefited by such service.



The House of Lightfoot

Metropolitan Tower-New York

Plant Closes for Vacations

A vacation period running from June 26th to July 19th, within which limits all of its sixteen hundred employees are to take their annual vacations, and a complete shutdown of the plant for the middle week of the period, is the solution of the plant vacation problem adopted for this year by Art in Buttons, Inc., the vegetable ivory button company of Rochester, N. Y.

"Concentration of employees' vacations into a limited period such as three weeks was desired," the New York *Evening Post* says in describing the scheme, "because that plan did away with the chronic undermanning of the factory for several months that resulted from the practice of spreading vacations. The week's complete shutdown insures a vacation for every one, and the opportunity thus given for making repairs is distinctly favorable to the efficiency of the plant equipment. At the Rochester factory the employees preferred a three-week period, beginning with the last week of August; but as this was in the height of the busy fall season, the vacation period was brought into the time of slacker operations, June and July.

"This plan may be taken as translating into industrial practice the saying: 'Work when you work and play when you play.' From the Art in Buttons point of view this is a sound efficiency engineering principle."

"Printers' Ink" Has No Record of It

DETROIT STEEL PRODUCTS COMPANY
Detroit, July 1, 1920.

Editor of PRINTERS' INK:

We have considered using the slogan "Factors of Safety" in an advertising campaign which we are planning at the present time.

We do not wish to plagiarize anybody else's slogan, and would appreciate having you tell us whether or not this phrase is being used by any other concern.

F. W. TUFTS,
Advertising Manager.

Paris Stores Sell in Peru by Sample

Three large Paris department stores have established retail agencies in Lima, Peru, and are carrying attractive stocks of samples for inspection by the public. A rapidly growing volume of business, it is said, is being built up direct between consumers and the home office of the stores in Paris, most of the purchases being delivered direct to the purchaser by parcel post from France.

Charles H. d'Amour, formerly with the Canadian Messenger Press, Montreal, has been appointed business manager of the Montreal Parish Magazines owned by L'Action Paroissiale.

WESTERN DAIRYING



FROM February, 1918, to February, 1920, the States of Colorado, Idaho, Wyoming, Utah and New Mexico added 44,000 Dairy Cattle to their stock—an increase of nearly 7%. The average increase in the United States for this period was less than 2%. It is an excellent indication of the healthful and constant growth of agricultural pursuits in this territory.

These states have 190,000 rich farms, averaging \$6,325 a farm in crops and live stock, which were valued, 1919, at \$1,201,713,550.

Place your product before this Market through **WESTERN FARM LIFE**. 81% of its subscribers are in these states; 99% West of the Missouri. 55,000 subscribers are guaranteed for 1920!

REPRESENTATIVES
W. C. RICHARDSON, Inc.
 381 4th Ave., New York
W. D. SHANK
 Waldheim Bldg.
 Kansas City

WESTERN
FarmLife
 Denver—Colorado

REPRESENTATIVES
F. S. KELLY
 Peoples Gas Bldg., Chicago
A. D. MC KINNEY
 Post Dispatch Bldg.
 St. Louis

BOOKBINDING

Printing and Binding of School Books and Edition Work in Large Quantities our Specialty Correspondence Solicited.



International Textbook Press
 SCRANTON, PA.

We are fully equipped for High-Grade Catalogue and Three- and Four-Color

PROCESS WORK

From 32nd in January to 1st in July

There are 32 drug trade publications. On January 1, 1920, Drug Topics was at the foot of the list in advertising volume. But today advertisers are spending more money for advertising space in Drug Topics than in any other drug trade publication.

Drug Topics

The National Magazine of the Drug Trade

25 City Hall Place, New York

Jerry McQuade, Editor

VERNEUR E. PRATT
Publisher

MARVIN S. SMALL
Business Manager

FRANK C. THOMAS, Eastern Adv. Mgr., 116 W. 39th St., New York
W. B. CONANT, Western Adv. Mgr., State-Lake Bldg., Chicago
GEORGE M. KOHN, Southern Adv. Mgr., Candler Bldg., Atlanta
ROY M. EDMONDS, Southwestern Adv. Mgr., Arcade Bldg., St. Louis
BERT BUTTERWORTH, Pacific Coast Adv. Mgr.,
Citizens Bank Bldg., Los Angeles

What Kind of Advertising Do Women Read?

Manufacturer Creates a Market by Appealing for Advertising Advice

By Elsie B. Johns

WOMEN respond most naturally to advertising which tells them how to improve their appearance. Whether they confess it or not, nine and one-half out of every ten women notice "beauty copy."

In days gone by, when eighth-pages were considered a real splurge, toilet manufacturers had an easy time of it bidding for the reader's eye. But to-day, with toilet counters crowded and magazines bulging, the maker of dressing-table essentials must rack his brain if he would produce advertising effective enough to lure not only madam's eye, but her dollars.

Now, of beautiful color pages there are no end. In the face of such competition the small advertiser might well despair. But it has remained for a conservative advertiser who favors half and quarter pages to come into this field and not only make himself heard, but actually to draw a hearty response from women whom every manufacturer of cosmetics is most anxious to reach.

He has been successful because before he ordered art work, before he employed a copy-writer, he stopped to think.

In the first place, M. Jardin placed a minimum charge upon his face powder of fifty cents, since advanced to sixty cents, because of increases in the cost of containers and labels, etc.

Would women buy an inexpensive brand of powder?

M. Jardin's friends said no. M. Jardin alone maintained they would.

He knew, however, that prices obtained for toilet accessories do not always parallel caste. The shop girl may buy the most expensive. The society woman not infrequently seeks a bargain.

But M. Jardin also knew that

Judy O'Grady thinks of the Colonel's Lady as a pace-maker. Once let the Lady ask for a sixty-cent brand and Judy would be led first by curiosity, and second by awe, to buy a box for herself.

M. Jardin, having put to work for him this basic law of feminine psychology, confined his advertising at first to magazines which were made exclusively for the Lady. He brought his story to her in exquisite garb. He told her his face powder was pure and delicately scented, that it deserved a place on her dressing-table—nothing more.

And the Lady responded. M. Jardin to-day is enjoying her patronage, but more than this, he is feeling her influence on the wage earner. Judy has come to believe that perhaps, after all, she was wrong in thinking it necessary to spend half-a-week's wage to buy a box of face powder.

And M. Jardin is disproving what dealers everywhere told him. He has flown in the face of to-day's tradition, that women will not buy toilet articles unless a large price is asked.

The Lady has helped M. Jardin bring about national distribution, for the Lady travels, and wherever she goes, she asks for Jardin-de-Lilas, or Jardin-de-Rose. Before M. Jardin came to depend so much on her, he tried out a little experiment in Chicago that helped him get his bearings. It secured 100 per cent distribution there before any national advertising appeared, and it determined the kind of advertising that women will read.

WOMEN'S INTEREST ENLISTED

All of the Jardin merchandising story is interesting, but especially so the taking of Chicago. It shows first that the manufacturer

LEXINGTON, Kentucky

"The Heart of the Blue Grass"

LEXINGTON HAS:

The L. & N. and C. & O.
railroad shops.

Two large flour mills.

A score of tobacco warehouses
and factories.

Two great soft drink plants.

Woodworks, stock feed mills,
brick plants, furniture,
buggy and garment fac-
tories.

A large oil refinery.

LEXINGTON IS:

The largest loose leaf tobacco
market in the world.

The center of Eastern Ken-
tucky petroleum, coal and
timber production.

The focal point of jobbing,
distributing and marketing
for the Blue Grass agricul-
tural and stockraising dis-
trict of fifty counties.

An interurban center for five
adjoining counties and
county seats.

A truck delivery center for
Eastern Kentucky.

THE LEXINGTON HERALD

is the only morning paper
in Lexington. It covers
this rich territory from end
to end. Address The Lex-
ington Herald Co., or

JOHN M. BRANHAM CO.
Foreign Representatives

Chicago New York St. Louis
Detroit Atlanta Kansas City

did not ask any favors of fate,
and second, that he realizes the
market value of novelty.

When M. Jardin sought to in-
troduce his face powder, he knew
exactly the sort of problem he
was confronted with: how to
make women notice his advertis-
ing. He could not afford to be
commonplace, more especially
since he was not ready to make a
huge advertising appropriation.

So he sought to do the unusual,
knowing well that the unusual
does not need to be costly.

WHY A PRIZE CONTEST TOOK PLACE

Women like a prize contest,
though the idea of a prize contest
is not particularly new. None the
less, if some sort of problem is
stated and a worth-while prize an-
nounced, invariably a volume of
replies will come in.

Women in particular always like
to feel that their judgment is suf-
ficiently sound to be sought. Men
who ask women's advice are apt
to secure without any further
effort a vast amount of feminine
good will. Overnight then, M.
Jardin had a vast audience of
women discussing his proposition
and wishing him well.

He began with a teaser cam-
paign, following this up with page
space in newspapers to announce
a prize contest for women. Con-
fidentially, he said, he did not
know anything about advertising
and he was perplexed. At that
particular moment he wanted to
know how to advertise his face
powder, Jardin-de-Rose. Jardin-
de-Lilas was not manufactured
until some time later. Would the
women readers of the papers
please help him out? To repay
them for their trouble, he offered
prizes, the first one, \$100; the sec-
ond, \$50; the third, \$25, and so on
down to one dollar. All letters
were to be very brief.

Then the maker of cosmetics
settled back and waited for his
troubles to be ironed out. His
judgment was not misplaced.
Almost before ink was dry on the
paper, his advisers were at work
upon his case. Women are, if
nothing else, literal.



The Ambassador

Atlantic City's Newest and Most Distinctive Hotel

SPEND these hot, sultry days in America's Riviera where cool ocean winds from the Atlantic combined with the perfect, individual service of The Ambassador will make life worth living. American and European plan.

The Ambassador is directly on the Boardwalk and the ocean, yet in the exclusive Chelsea residential district. If you prefer the privacy of a home, you may rent a charming California bungalow—there are several—set in an Italian Garden with complete Ambassador service.

Dine in the open on the great promenade deck in plain view of the sea or in a dining salon that is without a peer. Dance in the Venetian Grill to the strains of the famous Ambassador dance orchestra. Tea Dansants in Japanese room on the ocean; symphony concerts in the lounge. You may swim in a spacious indoor salt water pool and there are hot and cold sea-baths in every room as well as a splendid beach. Golf privileges. Write for booklet.



THE AMBASSADOR HOTELS SYSTEM:

Ambassador, Atlantic City; Ambassador, Los Angeles; Ambassador, Santa Barbara; Alexandria, Los Angeles; Ambassador, New York.

Reproduction from a current advertisement

It is also gratifying to this organization that our services as advertising counsel contribute toward the high-class patronage as well as name prestige of the Ambassador Hotels System.

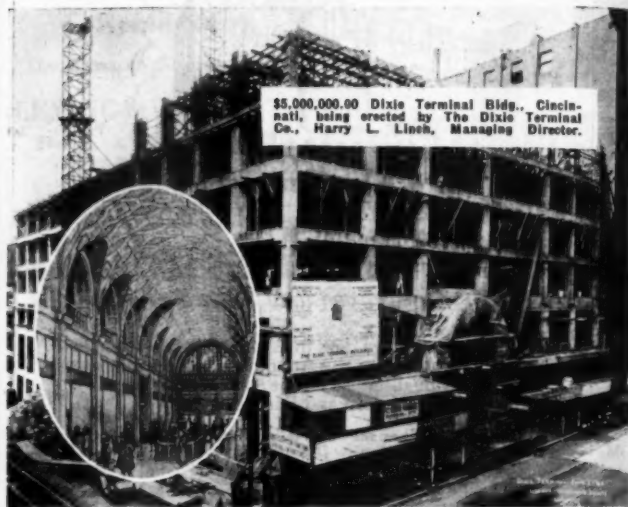
CHARLES F. W. NICHOLS COMPANY

General Advertising

Twenty East Jackson Boulevard

CHICAGO

A GEM OF A BUILDING



\$5,000,000.00 Dixie Terminal Bldg., Cincinnati, being erected by The Dixie Terminal Co., Harry L. Litch, Managing Director.

Not the largest—but a quality building from foundation to cornice. SERVICE, built on "service products," is the motto adopted by Mr. Litch for his building. Among the advertisers of "service products" in BUILDINGS and BUILDING MANAGEMENT putting their goods in the Dixie Terminal are Plumbing Fixtures by Imperial Brass Mfg. Co. and Electric Meters by Sangamo Electric Co.

THE DIXIE TERMINAL CO.

Temporary Office
412 First National Bank Building
Cincinnati, Ohio

BUILDINGS & BUILDING MANAGEMENT.

June the ninth, 1920.

City Hall Square Building,
Chicago, Illinois.

Gentlemen:

I want to say that BUILDINGS and BUILDING MANAGEMENT has been of vital assistance to me in connection with the planning and construction of the new Dixie Terminal Buildings, and I am deeply indebted to its pages for many ideas incorporated in the building.

I consider BUILDINGS and BUILDING MANAGEMENT the best building paper published.

Yours very truly,
THE DIXIE TERMINAL CO.,
By Harry L. Litch, Managing Director.

BUILDINGS and BUILDING MANAGEMENT is a "building directory" for those who conceive, construct, maintain and operate large buildings. It is read by 85% of the executives in charge of the \$500,000,000.00 of new construction of office, loft and apartment buildings begun or contemplated for this year, besides those who manage over 21,000 buildings already built.

TELL THEM ABOUT YOUR GOODS IN THEIR BUSINESS PAPER.



BUILDINGS AND BUILDING MANAGEMENT

Published by Porter-Langtry Co.

(Member A. B. C. and "Associated Business Papers, Inc.")

City Hall Square Building

Chicago

Now, this does not mean that M. Jardin was insincere in asking advice. He really was interested to know what probing the feminine mind would bring him. He honestly wanted to find out how women liked manufacturers to advertise, and find out he did.

Letters began to pour in. They came from women in all walks of life. Any woman can use an extra hundred dollars, and so writing a letter became straight-way not only interesting but advisable.

Some letters bore obvious earmarks of the professional pen. They discussed with ease and fluency such matters as layout, feminine appeal, continuity, intimacy of copy tone, etc. But none of these drew the prize. The judges favored a simple statement from women who really used powder, rather than from women who earned their living writing about powder.

Aside from drawing out of the public mind some really valuable ideas on advertising to women, the contest made a new name in the cosmetic field stick in the minds of women who make up the buying public.

APPARENTLY ALL THE CONTESTANTS BECAME PURCHASERS

Incidentally, the contest as a sales booster paid for its cost many times over in actual dollars and cents, for contestants hurried out to make a trial purchase before working on their contributions. Some very shrewdly made the purchase as a bit of bait for the award. Practically everybody who sent in any sort of letter made the investment of fifty cents and boasted of what she had done.

M. Jardin asked outright what women thought of the low price, whether it would jeopardize the sale of his powder.

The contestants rather generally agreed that the price of fifty cents was not a hindrance to the product's success. The first three prize winners—one a small-town woman of social prominence, the second a young business woman of discriminating taste

SHOPS BANKS HOTELS THEATRES

These are the principal users of the sea newspaper's advertising columns. But national advertisers are there too. You will find in each issue, for example, Poland Water and Underwood type-writer. . . . There is only one way to reach the people who come to New York by the sea.

Ocean Wireless News

The Newspaper
of the
Sea

Carries conviction
to people of means
when they are in
purchasing mood.

Published daily on
ships at sea sailing be-
tween ports in the
U. S., Canada, Cuba,
Porto Rico, Bermuda,
Mexico, Panama and
South America.

Wireless Press, Inc.
326 Broadway New York

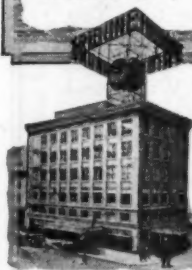
Also Publish:
THE WIRELESS AGE

Oakland Tribune HOME EDITION
 SHIPYARD CAPTAINERS OF DAY BEGON WENT TO RETURN TO WIFE

A newspaper's standing in its own home town, based on the regard with which local merchants hold it as an advertising medium, constitutes pretty good evidence for the national advertiser to consider.

1919 advertising lineage in the three Oakland, Calif., papers:

OAKLAND TRIBUNE . . .	10,792,376
2nd Oakland Paper . . .	5,642,672
3rd Oakland Paper . . .	1,884,246



You cannot cover Oakland and the East Bay Cities without using the OAKLAND TRIBUNE.

SEA

UNDERWEAR
HOSIERY
UNDERWEAR
HOSIERY
UNDERWEAR

Underwear & Hosiery Review
 220 BROADWAY NEW YORK

and decidedly more than average salary, and the third a school teacher—all made M. Jardin feel that women of real judgment and consequent influence would not be prejudiced against Jardin-de-Rose because it was inexpensive.

As to the question whether it was ethical for M. Jardin to have advertised to women—who took him in good faith—that he was utterly without ideas, there is one obvious answer. To be sure, the campaign was designed to “put over” a toilet accessory where there was great competition. But aside from this, M. Jardin was really anxious to feel the pulse of the buying public and get the expression of their opinion as to price. No matter how intimate the appeal, how many secrets of beauty culture might be given away, the fact remains that if M. Jardin had put out just another undecorated announcement message women would never have responded to his product as they did.

As it was, Chicago responded with 100 per cent distribution, where Jardin-de-Rose before this campaign had not been able to get a foothold, simply because somebody understood the psychology of the feminine mind.

International Chamber of Commerce Holds First Meeting

Five hundred delegates from five countries—Belgium, Great Britain, France, Italy, and the United States—attended the first meeting of the International Chamber of Commerce held at Paris the first week in July. A wide variety of subjects were discussed and several important resolutions passed. The next meeting of the International Chamber will be held in London next June. Etienne Clementel, former Minister of Commerce in France, and member of the Supreme Economic Council, was elected president, and A. C. Bedford, of New York, one of the vice-presidents.

New Magazine Association

The Association of Magazines of North America, with offices in New York, has been organized with Bruce H. McClure as president. This association is composed of the publishers of employees' magazines, organs for salesmen and general house-organs.

"ING-RICH"

PORCELAIN ENAMELED IRON

SIGNS

Are Acorns from which Sturdy Oaks of Sales Grow

General publicity convinces the public of the merit of "Acorn" stoves—"Ing-Rich" Signs mark the places where they are sold.

"Ing-Rich" Signs supply the one thing needed to make advertising really effective—the reminder to buy at the time and place when a sale is possible.

"Ing-Rich" Signs are inviting the public into the distributing agencies of many of the best known products in America.

"Ing-Rich" Signs are attractive. They are standing invitations that always retain their color and brilliancy. Furthermore—"Ing-Rich" Signs are economical because they are so durable. Made of hard mineral porcelain fused into a sheet steel base, they are practically indestructible.

Write for details. No obligation.

Ingram-Richardson Manufacturing Company
College Hill, Beaver Falls, Pa.





How Chicago Escaped Being a Village—

MILLIONS of tons of ice surging southward in an irresistible flow! Trees uprooted; mountains leveled; valleys formed; the sites of future cities fixed!

But for The Great Ice Age, Chicago might have been a village—Illinois a region of stony hills instead of level prairie.

Perhaps it has never occurred to you that any one would want a map of North America During The Great Ice Age. But someone *does*! Therefore, RAND McNALLY make it.

Every conceivable kind of map for every conceivable purpose is made here at Map Headquarters:—political maps, Biblical maps, climatic maps, physical maps, historical maps, classical maps, language maps, atlases, globes and map-tack systems.

Whenever you need a map, for whatever purpose, think of RAND McNALLY.

RAND McNALLY Official AUTO TRAILS MAPS
1920 Edition 35c each

FOR the automobile trip which you are planning, the new RAND McNALLY Official Auto Trails Maps just published should be your guide. They solve the problem of which way to go and always keep you on the right road.

RAND McNALLY Official Auto Trails Maps are published in eleven convenient sections covering the entire country from Nebraska east to the Atlantic Ocean and from Kentucky north to Canada.



News stands, stationers, book stores and drug stores have the map you want or will get it for you.

RAND McNALLY & COMPANY

Map Headquarters

536 S. CLARK ST., CHICAGO—42 E. 22ND ST., NEW YORK

Buy RAND McNALLY Official Auto Trails Maps From Your Dealer

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Some By-Products of Advertising

It Is Not Difficult to Find Experienced Advertising Men Who Will Tell You That an Advertiser Derives Other Advantages in Addition to the Sale of Goods

By J. M. Campbell

THE purpose of advertising, the wise men tell us, is to sell goods.

Granted. But does not advertising often do something else—several somethings else? Hasn't the purchasing agent of a concern which is a big advertiser an advantage over the man who holds the same job for a concern which does not advertise? Isn't it easier to make a market for the securities of an industrial enterprise which advertises than for those of an equally large enterprise which does not advertise? And, other things being equal, are not the employees of the A. B. C. Company—the name of which is a household word—apt to be just a little bit prouder of themselves than are the men who are on the payroll of the D. E. F. Company, of which the public knows little or nothing?

Here are a few cases, from the writer's experience, which may be of interest.

Some years ago, when he had charge of the advertising of a western railroad, he published an advertisement, based on something Elbert Hubbard had written, in which the passengers of that particular railroad were referred to as "guests." A few days later, in the club car of the railroad's "proudest" Denver-Chicago train, he heard the colored man, attached to the car, say to a passenger, "On this road, sah, passengers is guests."

Can you beat that? The porter had read the advertisement, and in his Ethiopian way, was living up to it. That is what the right kind of advertising, put out by the right kind of concern, will do



A NATIONAL MAGAZINE

used by National Advertisers

THE FIRST

Journal in its class to adopt the standard rate card. The first to allow the agents commission of 15%. The first in advertising, and the first in results to advertisers.

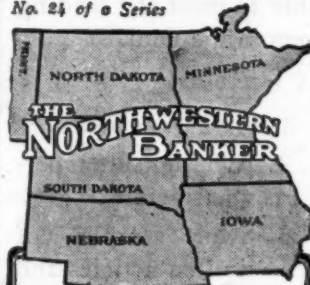
Write for Rates

The American Journal of CLINICAL MEDICINE

S. DeWitt Clough, Advertising Manager
4753 Ravenswood Ave., Chicago

H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6758

No. 24 of a Series



Covers the Field

The Northwestern Banker has been thoroughly covering its field for more than twenty-four years—the oldest financial magazine west of the Mississippi River. It is today rendering the greatest service in its history—and carrying the most advertising.

Write for a recent copy, advertising rate card and detailed information of any kind.

THE NORTHWESTERN BANKER
CLIFFORD DE PUT, Publisher
Des Moines, Iowa

Wanted— High Class Business Investigator

The leading concern in its field needs an additional business investigator. He may now be in the copy department of an advertising agency, editor of a strong house-organ, or an advertising or sales manager who can write. But he must know business, have a good personality and be able to meet the leading men in the field.

If interested—

1. Give experience.
2. Age and other personal details.
3. Send samples of written articles and names of publications.
4. List special fields of business you have studied.

—typewritten, please.

Address "C. L.," Box 56, care of Printers' Ink.

—it will make the employees live up to it. It will give them confidence in themselves, confidence in the company. But the advertising must be "right"; and the company must be "right," too.

A year or two ago, an important manufacturing company—a very large advertiser—offered ten millions of preferred stock, paying 6 per cent. It was issued at par and was absorbed, overnight. It has sold as high as 104. At the moment, when even Liberty Bonds are down fifteen points, the price is 98. The 7% and 7½% short term notes (not stock) of scores of non-advertising companies are selling at 95 or less. It would be absurd to say that the difference is due wholly to the fact that one company advertises and the others do not. But that some difference is due to that fact is beyond a question.

ADVERTISER SCORES IN BUYING

When it comes to buying, the advertiser puts it all over the non-advertiser. Often, his dollar is as good as the other fellow's dollar and a quarter. And he knows it. And the seller knows it, too. In selling, there are discounts and discounts. The advertiser gets the discounts. Usually, he buys in large quantities. That is one advantage. The other is that the seller likes to be able to say, "Yes, so-and-so are customers of ours." That is his way of advertising.

But the wise men are right. The purpose of advertising is to sell goods. Like many other things, however, advertising does more than it is expected to do. Men and women who lead decent lives are, usually, better physically, as well as mentally. Good health is one of the by-products of decent living. And the by-products—not all, but some—of good advertising are:

(1) Greater loyalty of employees.

(2) Ability to buy to better advantage.

(3) Wider appreciation, on the part of the public, of the advantage of being financially interested in the advertiser's activities.

SEATTLE TIMES

GIANT OF WESTERN DAILIES

Highest Priced Circulation in America

**Five Cents Per Copy Net When
Taken by the Month or Year**

Single Copies of Sunday Edition Ten Cents Each

***Circulation Restricted to Greater
Seattle and Suburbs by Arbitrary
Limit On Press Runs***

SEATTLE TIMES

GIANT OF WESTERN DAILIES

THE S. C. BECKWITH SPECIAL AGENCY

National Representatives

New York Chicago St. Louis Detroit Kansas City Atlanta

Illinois Master Farmer Is an Associate Editor of PRAIRIE FARMER

Frank I. Mann and his 500-acre farm at Gillman, Illinois, are known all over the United States. Thousands come to his place every year to learn the secret of his big yields. It is only natural that he is the dean of Prairie Farmer Associate Editors. Mr. Mann says, "There's no secret about my big crop yields and I'm glad to tell other farmers how it is done. That's why I write for Prairie Farmer."

Mr. Mann's Soils and Crops Department in Prairie Farmer for many years has inspired thousands of our readers to begin the work of soil improvement, and has been the direct means of adding many bushels to the annual grain yield of Illinois farms.



Frank I. Mann
and a sample of his
wheat. Sixty-two
bushels to the acre
is **SOME** wheat
yield, but it's not
unusual for Frank
Mann.



CHAS. F. DICKSON
Advertising Manager



PRAIRIE FARMER-Chicago
Burridge D. Butler, Publisher
First Farm Paper in the First Farm State

Offering Complete Campaigns to Dealers Instead of "Cuts"

Rumely Company Devises Plan of Presenting Newspaper Ad Cuts to Dealers in Form of Definite Campaigns

By C. E. Snell

Dealers Advertising Service, Advance-Rumely Thresher Co., Inc., La Porte, Ind.

EVERY manufacturer alternately loves and hates his dealers—loves them when they co-operate, hates them when they do not. But in ninety-nine out of any hundred cases, it is his own fault when they do not co-operate.

A salesman walked into a dealer's store in a southern Illinois town the other day. He had three important items in his notebook: The dealer's order for the coming season's requirements, a presentation of his company's national advertising plans which should certainly have some influence on the extent of those requirements, and local advertising to be paid for by the dealer.

The dealer was in an optimistic frame of mind. Business had been good, he had made money, and his outlook for the coming year indicated increased business at lessened effort. Enough to make any dealer soft and careless.

The salesman sat down, opened his portfolio, laid his order book near by and went back to a year ago as a convenient starting point.

"How much advertising did you do in your local newspapers during the year?" asked the salesman.

"Not much—didn't have to," replied the dealer, with the complacency of a man whose sales record will bear close scrutiny. He had a box-full of cuts, which the company had sent him. Yes, he had asked to have them sent, but then, business had been so good it wasn't necessary to do much local advertising. What was the sense of doing any more when he rarely had enough goods on hand to show?

Did he have proofs of the ads he had run? the salesman wanted to know. No, but he had sent

copies of the papers containing them to the company.

Well. In a few minutes the dealer was a much surprised dealer. The salesman referred to a notebook he took out of his pocket and told the dealer that according to records compiled at the home office this dealer had only used three ad plates during the year, and that very early in the season. On the other hand, three dealers in the same town, handling competitive lines, had used, one of them 1280 inches, another 940, and the third 670.

The dealer knew his competitors had been advertising, but did not realize it amounted to so much.

"Oh, well," he said, "they have to advertise. I don't. Everybody knows me and besides, I've been practically sold out all season. What would be the good?"

FIGURES TO CONVERT THE DOUBTER

But the salesman had some other figures.

This dealer's sales for the year amounted to \$17,825. The total amount of goods sold in the county, of all companies in the same line, was \$116,257 for the year. Deducting \$17,825, the sales made by his own dealer, the remainder, said the salesman, or \$98,432, must have been made by the dealer's three competitors. Dividing this figure by three, the average would be \$32,810.

At first the dealer refused to believe it, but the salesman's description of the source of his information closed that door.

"Last year," said the salesman, "when I showed you our national advertising plans for the year, I suggested that you place orders with us for practically three times

What Manufacturer

Will be wise enough
to find out more
about this man?

We know him. He is at present general manager of a large local motor company.

During the last three years, by his efforts alone, he has built the business, from failure to success.

His earnings average \$10,000 per year.

It is *his* desire to change.

This executive has successfully held positions as advertising manager, sales manager, and general manager of large motor companies in the United States and Canada.

He is versatile enough to be of value to any manufacturer, although his experience has been mainly in the motor industry. He would make an excellent general manager, or sales director for some automobile manufacturer.

This man is in the prime of life, full of ideas, enthusiasm and energy.

May we guide
you to him?

The Wright Advertising Co
UNION ARCADE
PITTSBURGH, PA.

the quantity of goods you actually ordered. Our national advertising, supplemented by your own advertising in the local papers, would have enabled you to sell such a quantity and more. Instead of securing 33 per cent of the business in this territory, which you could easily have done, you actually secured but 15 per cent of it. If you had used the cuts we sent you, even half of them, your sales would have been much greater than they were."

HOW TO MAKE DEALERS USE AD-PLATES

This problem of getting dealers to use ad-electros is not new. It raises its head once a year, in the life of most advertising executives, and asks tantalizingly for solution. Generally, a part of the advertising appropriation is set aside for "dealers' helps," a healthy proportion of which is expended for electrotypes of newspaper advertisements. Then a proof sheet of them is pulled, or they are incorporated in the advertising portfolio, and mailed or otherwise distributed to dealers. Sometimes letters are written to the dealers at intervals throughout the year in which they are urged to order cuts by number.

There is no such thing as making dealers use these cuts after they order them, as long as local advertising must be paid for by the dealer. Most concerns supply ad-cuts to dealers without cost. Plans so far devised to make dealers pay for them are not generally successful, for the reason already mentioned—the dealer pays for the space used. However, much more could be done than is being done to enlist the dealer's interest in the plan by presenting these cuts to him, not as "cuts" merely, but as "campaigns."

This year we have prepared and offered free to our dealers plated advertisements in the form of a choice of three complete campaigns, each designed to cover an entire year's advertising in local newspapers.

We came to this decision after

LOS ANGELES

Biggest City of the West

From an editorial in the New York "Times" of June 13, 1920:

"Los Angeles (present population 575,000) may look forward confidently to a whole million in another decade and a few years.

"Nowhere is there more luxury which the eyes of everybody may feast upon, and nowhere is cultivated nature more beautiful. It might be called the City of Flowers, the City of Palms, the Fairyland City.

"It is not usually thought of as a manufacturing city, but the investments in meat packing, foundries, machine shops, flour and grist mills, lumber, car construction, furniture, canning, confectionery and scores of other industries are vast. Oil and salt fields are not far off. With San Pedro as its port, Los Angeles dreams of a growing foreign commerce, the foundations of which have already been laid. Furthermore, all Southern California is its market."

Los Angeles industries and the neighboring agricultural region received for products last year \$1,143,000,000.

**The LOS ANGELES EXAMINER
is the biggest Morning and Sunday
Paper in the biggest city
west of St. Louis**

The Examiner's weekday circulation is 10,000
copies more than its weekday contemporary's,
and
70,000 copies more than its Sunday contemporary's

Los Angeles Examiner

**The Great Newspaper of the
Great Southwest**

M. D. HUNTON
1834 Broadway
New York City, N. Y.

M. F. IHMSEN
Publisher

WM. H. WILSON
909 Hearst Building
Chicago, Ill.

In Every One of These Chinese Cities

There is a demand for American merchandise

ANHWEI PROVINCE

Anking
Nanhsuchow
Hofei
Pengpu
Wuhu

CHEKIANG PROVINCE

Haagchow
Huchowfu
Kashan
Kashin
Kiangshan
Ningpo
Shaoching
Tungyang
Wenchow
Zahkow

CHIHLI PROVINCE

Changli
Fantai
Chentow
Hada
Kaichow
Kaigan
Pactingfu
PEKING
Shanhaikwan
Tangshan
TIENTSIN
Tungshien

FUKIEN PROVINCE

Amoy
Chachang
Changchow
Diongho
FOOCHOW
Futsing
Haitang
Hinghwafu
Kuliang
Mintsing
Niangkung
Santiao
Shaowu
Sienyu
Tingchow
Tingtao
Yongping

HONAN PROVINCE

Chikungshan
Chengchow
Honanfu
Hsuehchow

HONAN PROVINCE

Kaifeng
Slayeh
Suiping
Kwangshan
Chiaotow
Juning
Kwangchow
Sih sien
Sinyangchow
Yenchow
Yuchow

HUNAN PROVINCE

Changsha
Changteh
Chenchow
Hengchowfu
Shenchow
Siantan
Yiyang
Yochow
Yuh sien

HUPEH PROVINCE

Fanchang
HANKOW
Hanchuanhsien
Hanyang
Ichang
Kingchowfu
Kingsien
Lashow
Nanchanghsien
shikow
Tayeh
Taochih
Wuchang
Yunyang

KANSU PROVINCE

Chenyuan
Pingliang

KIANGSI PROVINCE

KIUKIANG
Kuling
Nanchang
Nanfeng
Takutang

KIANGSU PROVINCE

SHANGHAI
Changchow
Chinkiang
Hsuehchow

KIANGSU PROVINCE

Kiangpu
Kiangyin
Kunshan
Liu-ho
NANKING
Sochow
Sungkiangfu
Taitang
Tungkiangfu
Tungchow
Wush
Yangchow

KWANGSI PROVINCE

Wuchow

KWANGTUNG PROVINCE

CANTON
Chaochowfu
Fatshan
Haifung
Heungshan
HONGKONG
Kachek
Kaying
Kochow
Kityang
Klungchow
Linchow
MACAO

Nodoo
Pingchow
Yingtak
Pakhoi
Pingchow
Shanghong
Sulan
Swatow
Tak Hing
Ungkung

KWEICHOW PROVINCE

Tunjen

SHANSI PROVINCE

Fan-chow-fu
Kwehwaing
Paotowchen
Ping Ting Hsien
Takuhsien
Talyuenfu
Yuencheng

SHANTUNG PROVINCE

Chefoo
Chowtsun
Ershilipu
Hwanghsien
Ichowfu
Lalchow
Pingtu
Tai-an-fu
Tehchow
Tengchowfu
Tsinanfu
Tsinichow
TSINGTAO
Yangchiakou

SHENSI PROVINCE

Hanch'anghsien
Hoyang
Pehfungchen
Puchang
Tungchowfu

SZECHUEN PROVINCE

Chengtu
Chungking
Santal
Soiating
Suifu
Tzechow
Wanhsien
Yachow

YUNNAN PROVINCE

Szemo
Yunnaifu

MANCHURIA

Antung
DAIREN
HARBIN
Changchun
Kwangping
MOUDEN
Newchwang
Penchih
Sin-yen

SINKIANG (Chinese Turkestan)

Tihwafu

KOREA

Chairyang
Syonchue
Taiko
SEOUL
Usankinko

American manufacturers who are sincerely interested in selling their products in China are fortunate in having an American Magazine published in China that is read in each and every one of these cities.

If you are wise and on the job you will immediately lay your advertising foundation in China—the greatest potential market in the world for practically everything produced in the United States.

Write for booklet, "Bringing 400,000,000 Chinese Customers to America's Doors."

MILLARD'S REVIEW

Shanghai, China.

several years' experience in sending out electrotypes to dealers upon their requests. We found that the average dealer who did actually insert all of the electrotypes he asked for made the insertions with little thought of continuity or seasonability. In other words, the dealer did not get the largest possible return from his investment.

It was *his* investment, for we have always been converts to the practice of furnishing all electrotypes free of charge and having the dealer pay for the space upon terms made by him with the publisher.

INSERTION DATES ORDERED FROM THE FACTORY

We launched our campaign proposition at our recent *dealers schools* and sold the idea to the majority of the dealers present. Since then we have employed a series of follow-ups to take care of the dealers who were not at the school. The plan was also carefully outlined and sold to the salesmen through our branches. By furnishing each salesman with an illustrated portfolio featuring the campaigns, we have made it very easy for the salesman to enroll the dealer while on his frequent visits. As a result, we have at the present time about 35 per cent of the dealers using these twelve-month campaigns. A large percentage of these were brought in by the salesmen.

We offer three separate campaigns. The first one contains thirty-three insertions ranging in size from four columns by twelve inches to two columns by five inches. The second one contains fifty insertions of the same range in size as number one. Number three is designed for dealers who have two newspapers in their town. It contains forty-three insertions for each newspaper, making a total of eighty-six insertions for the entire year. In each of the campaigns there are alternate cuts which permit us to fit the advertising to the individual conditions of the dealer's territory.

Advertising and Merchandising

We want two young men with merchandising and advertising experience, one especially familiar with dealer service, actual selling, promotion work, etc., the other who has had experience in advertising copy, layout and catalog work.

To applicants who can answer the above requirements the advertising department of a manufacturing plant producing a nationally known product can promise positions with splendid opportunities.

ADDRESS

R. K., Box 51,
care of Printers' Ink.

I Know a Salesman

I know a man who can sell things. He has sold things. He took hold of one business and made it the biggest in his line. He is now handling a National selling campaign that has attracted wide attention, brought editorial comment and produced results so satisfactory as to quadruple the appropriation for its continuance. He draws an entirely satisfactory salary, but sees opportunities for bigger work in bigger industries.

He has the merchandising instinct; he can nose out the fundamentals and strip the essentials of the barnacles of detail; he has a keenly analytical mind, a broad vision that sees the possibilities in a proposition and the initiative and energy to realize them.

He is well equipped; he is a college man of excellent family, well read and widely travelled here and abroad, affable and at ease with all sorts of men. His long suit is advertising and selling by correspondence; he is a fluent and convincing writer, a ready and graceful speaker and has addressed many kinds of audiences.

He is thoroughly familiar with the routine of business; office systems, cost-accounting and credits; he has been successful in handling collections in the tactful way that gets the money without losing the good will. He has written catalogues, circulars, booklets and advertising copy conceded by his competitors to represent the high-water mark in their industry. The National organization in his industry has honored him with its highest offices.

His interest is in advertising and selling goods in a big, country-wide way. He could go into some business house or advertising agency and make his own place and profits. In the three enterprises with which he has been associated he was an asset that never cost one of them a dollar.

Somewhere in this land of business there are business houses that have the big opportunity that that man could develop to their profit and his. He seeks neither job nor salary, but rather the niche in which to develop some latent opportunity.

Is yours such a business? Would a man like that be worth adding to your staff?

I will gladly put you in touch with him.

Address, "OPPORTUNITY"

Box 56

Care of Printers' Ink, New York

What Are the Duties of a Sales Promotion Department?

A Definition of the Duties of This Important Department As Given By the Sales Promotion Manager of the Greenfield Tap & Die Corporation.

By Ralph Barstow

[EDITORIAL NOTE—Mr. Barstow recently received a letter from the General Fireproofing Company making inquiry regarding the work of a sales promotion manager. The following article is his reply.]

SALES promotion work is at present defined in as many different ways as there are people who have created sales promotion departments, and there is no authority on the subject, so you will have to take my definition as purely a personal slant and only worth that much.

For a number of years it has been my conviction that the purpose of salesmen and the purpose of advertising were identical, and that advertising that didn't sell goods, like the salesman who failed to sell goods, doesn't properly belong in the realm of merchandising.

Every person has a tendency to be governed and limited by words, no matter how he strives to free himself from such a limitation. The word advertising has, through usage, come to embrace all of the ramifications of printing, illustrating and publishing, so that the man who is denominated the advertising manager day by day unconsciously surrenders to this fascinating detail and too many times loses sight of the ultimate purpose of his work and appropriation.

Call a man an advertising man and by implication you set him apart from the sales department. You confine him within the limits that I have set forth. Now I have no doubt that there are many businesses where that is the thing desired and desirable, but it was not so with our business. We seek to have no rivalry between

IN Great Britain old classifications and distinctions have vanished and forces that began to exist before the War, set free by that gigantic thunderbolt, are reshaping and re-grouping the best of the old elements into a compact and effective form.

¶ The old "classes" are gone. There emerges not a new social system which can conveniently be described by any customary terms, but an order compounded from the best elements of all and constituting a new people.

¶ Educational advancement, facilities for rapid travel, by destroying insularity, have had a momentous influence: the creation and redistribution of thousands of millions of money; the sudden expansion of commercial activity on an unprecedented scale, have brought riches, or at least comparative affluence, to great numbers.

¶ To the man with horizon the salesmanship possibilities are immense; but the key to success lies in a thorough understanding of British class-psychology. Many an American house in the past has been led astray by this misunderstanding, and for lack of a good guide to the British mind.

¶ Business Builders, Ltd., represents forceful scientific salesmanship. The policy of the House is to limit its operations to concentration upon the building up of a few selected businesses which offer prospects of rapid, profitable and unlimited expansion. It is this policy which has resulted in such remarkable success.

¶ A cordial invitation is extended to representatives of American business houses, when in England, to visit our Studios and Offices at 26, Great Ormond Street, London, W. C.

We are ready for a good man who is ready for us

HERE is a solid growing agency—strong in spirit—happy in atmosphere—with a splendid name now and determined to earn a greater one.

We have much man's sized work to do. We are ready with a welcome for another strong right arm to do a man's share of it. We have in mind a pillar position for him in our inside work.

A man with a broad, level headed comprehension of advertising practice—one who, from much experience, knows what a soundly planned campaign is both in its main and collateral phases—one whose perception of "policy of copy" is clear and can write copy (of character) that carries it out—indicates the type of man we seek. A real creative thinker and a real doer. Energies at a high point. In the thirties.

You will see we mean a thoroughly trained, well rounded, resourceful man. A real advertising man—ready for his next big step.



WE are quite sure that the man whom we think ready for this opening will be well pleased with it.

The square deal appeals to us—so do square men. We trust them. There are no barriers here to progress.

If you are interested, tell us frankly what you have done. You will wish your communication to be strictly confidential and may count on this.

Address P. A., Box 54
Care of Printers' Ink

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sales and advertising departments, but to make them one and the same thing, and so that term Sales Promotion was adopted.

The other people, executives, directors and outsiders have the same notion of what advertising is and they are constantly holding the advertising manager within the unconscious boundaries of their definition, so if he starts out in a new direction the feeling goes forth that he is neglecting his job.

Our conception of sales promotion work includes the following sections:

1. PRINTING AND ILLUSTRATIONS

Here we focus our energy on our catalogues, stuffers, leaflets, photographs, retouching, photo-engraving, electrotyping, making of wood cuts, illustrations, etc.

2. DISPLAY ADVERTISING

Here our attention is focused on the national, trade and house publications, planning, writing, etc., turning over to Section 1 the mechanical production.

3. DEALER SERVICE

With us, because our dealers and their salesmen are our ultimate sales force and because of their number, we can profitably give a great deal of attention to certain known plans of serving dealers, to discovering new ways of reaching through the dealer and expressing the sales policy and spirit of GTD.

4. RESEARCH AND RECORDS

Here we have two separate works placed under one head because they mechanically relate to each other. Records of all kinds, customers' lists, addressograph lists, prospect lists, quotas, sales charts, graphic and figure, and other statistical matters are prepared, at the same time market analysis, investigations of new potential business, engineering research, etc., are operated.

The human side of selling, training of salesmen, sales manuals, educational work in public and higher schools, sales conferences, compensation of salesmen, are

Art Director

As an artist of reputation, layout and ideaman, I have given evidence of versatility, distinction and originality.

With proven merchandising and selling ability, I combine thoro experience in reproduction processes, printing, type-faces and paper.

I know the art market—individual artists and art organizations.

I can organize my time and the time of others.

I can give concise and understandable instructions.

I am 35 years old, married; salary \$9,000. I prefer to locate in New York or Chicago.

Address T. M., Box 53, care PRINTERS' INK.

\$100 Reward FOR BRIGHT THINKERS

WANTED—Eye-catcher lines, slogans, or phrases for use by a daily newspaper to attract interest in its classified advertising pages. Example: "L-o-s-t need not mean g-o-n-e if you advertise for it in this paper." Another example: "Protect your home, get a trusty dog by advertising in this paper."

These eye-catchers may be any number of words and may refer to a newspaper's entire classified department or any part of the classified department.

A committee will decide what entries are best without knowing the senders until awards are made. Rewards will be paid for eye-catchers found to be best for advertising use in a newspaper. \$25 for the best; \$15 for the second best; \$5 each for the six next best, and \$2 each for the fifteen next best. Also \$1 each for all others that are found available for use; and we expect to use a large number. If two or more entries are equally best in any classification, the same reward will be paid to the sender of each.

One person is allowed to send as many as ten entries, but no exact duplicates. Each entry must be either on a separate post-card, or card or slip, each about the size of a post card, each to have name and address of the sender. This contest closes July 31, 1920, and only such entries are acceptable as have been received or bear a post-mark prior to 2 P. M. (N. Y. C. time) of that date. Announcement of results will be made by mail to winners during August.

SCOTT & SCOTT, INC.,
Advertising Agency,
220 W. 42d St., New York City.

A \$10,000 Salesman Wanted

The manufacturers of a high-grade but popularly priced household appliance are now selling their product in the larger cities through leading Department Stores. Prior to the war we did a very substantial business in the smaller towns with house-to-house canvassers, many of whom earned upwards of \$2,500 yearly.

The condition of the market as regards competition and in all respects is now better than formerly, and we believe the time is rapidly approaching when it will again be possible to obtain agents in considerable numbers.

We need the services of two or three men to obtain and instruct local representatives. These men must have the resourcefulness and enthusiasm necessary to find and to interest the canvasser, and the ability to size up those who are likely to succeed. They should themselves be willing to canvass and should develop superior ability in this work, as "Example is stronger than Precept."

This is a job for men of sizeable calibre and decided initiative.

We can show by our records that the proposition we shall offer should mean upwards of \$10,000 a year. This should be attainable by a few month's work, but while no capital will be required, the remuneration for the first few weeks will be limited.

An interview will be desirable, but some personal information as to business experience, etc., should be given in the letter asking this.

Address MANUFACTURER, Box 57, care of Printers' Ink.

likewise handled through sales promotional efforts. The sales promotion manager works in harmony with the sales managers of the various mechanical divisions, whose vital and important task is to keep track of a tremendous number of items of the line, their cost, production, suitability for the work, discounts and delivery.

Over us all, heading up into one harmonious policy is our general sales manager. He is likewise general manager of the business and vice-president.

You can see from the foregoing that our sales promotion division embraces all of the things that you have mentioned, advertising, research, education and then some. I am by no means belittling the work of the advertising manager, but I am seeking some way to free advertising managers from the bonds that have held them in the past. You know of men who are called advertising managers who have broken these bonds, but I maintain that they have done it in spite of the general conception of such a job rather than because of it. Our organization never forgets, if we can help it, that the purpose of its existence is to sell goods.

The Export Salesman's Expenses

The traveling expenses of export salesmen have gone up considerably over pre-war costs. The old average of \$10 a day is a thing of the past; it is now more like \$20, with modern entertaining. Hotel room rates have advanced 100 per cent in many cases, and at Havana have soared to ridiculous prices, although there is a promised decline now that the races are over. Bills of fare, too, are substantially higher, not only in the first-class hotels and restaurants but everywhere else. A moderate three-meals-a-day can hardly be obtained under eight dollars per diem, and that without selecting the best dishes. Steamer rates have, of course, advanced, as may be illustrated in the increase of the New York to Havana rate from \$50 to \$75 and up; the New York to Kingston rate is \$85, with the Kingston to Colon rate from \$25 to \$50—for a two-day's run. Fortunately, there is plenty of business to be had, and with the increased trade there seems really no cause to grumble. At the end of the year the percentage of travel cost to business obtained should be even less than formerly.—*The World's Markets.*

To An Executive Who Knows How To Build and Sell Tires

Out in the West is one of the best-equipped and modern tire building units capable of building five hundred casings and a proportionate number of tubes per day. This factory is equipped with modern and up-to-date machinery, same having been built on a special order and installed about one year ago. In addition there is an unfailing water supply drawn from wells.

Back of this plant is a big community which will lend its financial and moral support to the executive with thorough experience in the tire manufacturing business.

To the man who knows the tire building and merchandising from the ground up, this is the opportunity to become the head of a big potential business. He must have some financial backing, but absolute experience is the more important element.

Answers to this advertisement may be addressed in confidence to the

**Advertising Agency of—
Botsford, Constantine and Tyler,
Portland, Oregon**

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 823 Tide Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 35 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

C. P. Russell Albert E. Haase
Roland Cole C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JULY 15, 1920

Cancelling Cancellations An article in last week's issue of PRINTERS' INK told of the elaborate machinery being established to stem the tide of cancellations that has developed in some trades. From the standpoint of the advertising man, it is interesting to note that most of the cancellations are confined to raw materials and unbranded or unknown merchandise.

This is so because dealers know that manufacturers of advertised goods help them sell the merchandise. They realize that such manufacturers help them shoulder the burden rather than leave the

problem of disposing of the merchandise entirely in the retailer's hands.

If the textile manufacturers could be shown the logic of this we would find them spending more time instructing the trade in methods of selling and advertising to create a strong consumer demand, rather than instituting cumbersome processes designed to force merchandise on the buyer's shelves which he cannot dispose of without their assistance. For after all merchandise is never really sold until it gets into the ultimate consumer's hands, and it is always to the manufacturers', as well as the retailers', own best interests to see that it gets there.

Advertising Changing Buying Habits

Advertisers seem to be reaching the conclusion that the change in people's buying habits brought about by after-the-war merchandising conditions is something that can be utilized to help smooth the peaks and hollows out of business.

The events of the last year or two have demonstrated beyond all argument that advertising can regulate people's buying habits as well as sell goods. This, of course, is only another example of the many sidedness of advertising as it has developed since the war threw so many unprecedented burdens upon everybody engaged in manufacturing.

Surveying the whole situation, one is surprised to see how easily people's buying habits, that were thought to be unchangeable, have been revised in some particulars. A lot of valuable lessons have been taught by stern necessity. Year before last, when the Government clamped the lid down on special holiday advertising effort and asked that holiday goods be placed on sale unusually early, retailers were alarmed. So were manufacturers and jobbers to a lesser extent. They were apprehensive that they would not get a fair chance to market their Christmas goods. But people took to the change with a readiness that

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almost suggested that Christmas goods always had been displayed early. The result was an easier, less expensive and consequently more profitable Christmas selling campaign. Last year the thing was done in the same way. And jobbers and manufacturers are encouraging retailers to buy unusually early this year with the same object in mind.

Perhaps the most interesting effort to extend and change buying seasons in lines considered salable only in restricted periods is now working out in clothing and in women's ready-to-wear. PRINTERS' INK recently told of a determined advertising effort by Hart Schaffner & Marx to sell women's tailored coats through the men's clothing stores, one object being to break down considerations of seasons and thus elevate that branch of selling out of the feast and famine basis. PRINTERS' INK also told of how Rosenwald & Weil, Chicago clothing manufacturers, were revising their advertising methods in a deliberate effort to make clothing an all the year round rather than a seasonal proposition.

Some close students of merchandising whose opinions are worth something tell PRINTERS' INK that by all rules of the game these special advertising efforts should go over in good shape. They see in all this evidence that manufacturers and others are finding out that much of the peak and hollow condition in business has been due to their habit of accepting certain buying customs at their face value. This being so, it does seem that if advertising, added to other conditions, has caused people to bunch their purchases at certain strictly prescribed times, then advertising also can cause the people to spread these purchases out.

When clothing manufacturers found that on account of market restrictions they could not supply goods to dealers strictly on seasonal requirements they had to create a desire to buy outside the popularly accepted times. The people responded readily. Out of

this has grown an indication, or, rather, a promise, that the business of selling clothing hereafter will be on a much simpler and a more easily executed basis.

Unquestionably big developments are in progress. Advertising men in general can well afford to watch them closely.

Will Mr. Wood Explain?

The public is very much interested in the news that all but three factories of the American Woolen Mills big chain throughout New England have been closed down. Several thousand people have been thrown out of employment, and no statement is forthcoming at the factories except that the plants are "closed indefinitely."

Mr. Wm. M. Wood, president of the company, attributes the shutdown, according to press reports, to the freight congestion and the action of the Department of Justice in bringing charges of profiteering against the company. These indictments, he asserts, were unjust and caused many cancellations of orders.

We wonder whether this move on the part of the American Woolen Company, without any more extended explanation to the public, is good business or a mistake. Mills usually close down because of over-production. It is frankly admitted that there are accumulations of certain classes of woollen goods in some places. But what serious attempt to move the stock has been made? The average person surely has not known much about an over-production of wool. Many prominent advertising men at the present moment are wearing pants in which the seats are worn through, and are very anxious to buy a woollen suit, but not at a price which seems out of all reason. Is there any possibility that the American Woolen Company is closing its mill in order to restrict production and manipulate the piece goods market for the benefit of the mills in violation of the law of supply and demand? This

particular question, according to the *Daily News Record*, is one which clothing manufacturers in the Rochester Market are asking one another in discussing the closing down noted above. This is the question which the public will ask each other, and the American Woolen Company when they realize what it will mean to them to have a company with fifty-four mills, employing 40,000 people, closed down. Every man, woman and child in America needs clothes. If the mills have a big surplus on hand why not tell people and sell to those who are under-supplied? According to the same paper, it is the opinion in many quarters in the vicinity of Rochester that the closing down is part of the effort on the part of woolen manufacturers to control prices by limiting the supply. An ugly word is applied to this practice when it is done by workers. They call it restriction of production, sometimes sabotage, and the public rises up on its hind legs in many cases to brand men guilty of this practice as being guilty of an economic crime.

A few short months ago William M. Wood, president of the American Woolen Company, in a speech before the National Association of Clothiers, said: "It is my duty and the duty of those who constitute with me the management to hold the scales fairly and justly as between those three great interests—the worker, the investor, and the public. It is my duty to see that so far as I have power no injustice shall be done to either or any, but that the problem shall be fairly, or at least honestly, solved."

Surely a man who laid down a policy of this sort in a public speech could not have changed so quickly as to take an attitude toward the public, the worker and the investor which reduces the purchasing power of more than 40,000 people, causes the common stock in his company to sell off sharply, and deprives the public of a very appreciable amount of wool, without a better

reason than Government investigation and freight congestion. The reasons sound too much like the story of a schoolboy who has been spanked. If a concern making a necessity can make a practice of shutting down at will, what will happen if the meat distributors, the milk people or any other similar class decide that they will not operate for a while?

The country as a whole will not make much real progress toward solving its problems until both capital and labor conclude that the solution lies in increased production. Mere words will have little effect on the public mind unless action is in accord.

A strike of capital in an essential industry will prove as dangerous as an outlaw railroad strike.

Would it not be good business for the American Woolen Company to correct the evidently erroneous impression which their action and unimpressive statement have caused?

The Sales and Advertising Tie-up

In explaining the success of the Cherigold campaign of the Hoefler Ice Cream Company, of Buffalo, Leon J. Loezere, vice-president of the company, recently said to **PRINTERS' INK**: "The thing that counts is to tie your advertising and your selling so closely together that no one can tell which is which."

In that one sentence is summed up the advertising wisdom of the ages. The reason some advertising fails is because there is not enough selling in it. On the other hand, a great deal of sales effort is ineffective because there is no advertising mixed up with it. The ideal situation is to have selling and advertising go hand in hand. One cannot function properly without the assistance of the other.

Considering advertising as something apart from selling has caused no end of misunderstanding as to what advertising is and the purposes it is designed to accomplish.

66

H. E.
40 F
New Y

"Transport"

In peace treaties, economic discussions and legislative debates, one of the four great essentials of economic and social activity is always recognized to be "Transport." The other three are usually named as "Food" and "Coal" and "Iron."

The H. E. Lesan Advertising Agency has been privileged to be more closely identified as advertising counsel to agencies of Transport than perhaps any other advertising organization in America.



In twenty years we have aided in formulating the plans and placed the advertising of twenty railroad systems.

In a dozen years we have aided in formulating the plans and placed the advertising of a dozen automotive concerns.

Since it began advertising two years ago we have aided in formulating the plans and placed the advertising of the largest American Aeroplane manufacturer.

We know the science of carrying goods and folks to and fro. We have advertised ocean liners, inland steamboats, buggies, telephones, wagons, bicycles—most every carrier but the submarine. We know the value of "Transport" to the present and the future.

In order to serve present clients we must keep up with transport conditions and study transport problems by rail, by public highway, by water and by air in every section of America and abroad.

We can give to any organization engaged in transport service the benefit of a highly specialized service based on this study and the experience of the other concerns in transport whom we serve. We feel that we have some particularly good ideas just now for a motor truck manufacturer and for a medium-priced motor car.

H. E. Lesan Advertising Agency, Inc.
 440 Fourth Ave.
 New York City

Republic Building
 Chicago, Illinois

Do You Want to Hire a Mailing List of 400,000 Business Men?

Ideal for firm or organization seeking selective audience of high-class business men and moneyed men of large affairs in all parts of the country.

This list was recently compiled from highest class sources to promote the circulation of *THE NATION'S BUSINESS*, the official publication of the **CHAMBER OF COMMERCE OF THE U.S.A.** and has just been purchased by us. Duplicates eliminated.

Our recent announcement of the availability of this list brought numerous inquiries and engagements. Opportunity is still open for additional engagements for this Summer and Fall for the entire list or for a portion only.

Rates for the use of the list, and further information, willingly sent on request.

G. P. Putnam's Sons

Mail Order Department

2 West 45th Street, N. Y. City
Telephone, 860 Vanderbilt

Big Job Open

Clean, well educated, diplomatic man of broad experience in selling and advertising is needed by large manufacturing company in Cleveland. Applicant must know how to sell and advertise high grade motor cars. A knowledge of truck transportation and trailer operation is desirable. The position requires a very capable man, specifically trained in automotive fields, to function as Assistant Sales Manager in charge of advertising. Send photograph, exhibits of advertising, full statement of experience and salary—not the salary you want but the salary you can earn.

The Lees Company

420 Sloan Bldg., Cleveland, O.

Wholesale Organization Has Reduction Sale

The American Wholesale Corporation of Baltimore announced to its customers a July sale in which was offered a 10 per cent reduction on the regular catalogue prices of the entire stock "with the exception of a few minor reservations clearly specified wherever they appear in the catalogue."

In making the announcement the American Wholesale Corporation refers to John Wanamaker's offer of a flat discount and tells of its effect on the retail world in general, but says that prices at mills and factories have yielded only slightly and in many cases not at all, the reductions occurring chiefly in retail prices. The corporation therefore deems the time ripe for announcing reductions in wholesale costs.

Setting forth its reasons for the special sale offer the corporation says:

"We are glad to co-operate with merchants in satisfying the popular demand for lower prices, which has become very insistent, and in serving notice to manufacturers that the constant effort to advance prices must be checked; and therefore our sale comprises thousands of items on which there have been no reductions at the mills and factories."

"We feel also that merchants should have unlimited co-operation from us now because the unseasonable weather has retarded the spring and summer business of some merchants and, if they are to make up the lost ground, an unusually heavy volume of retail selling must be done by them in the next few months," and we are making it our business to help them do it."

Britain, Without Prohibition, Eats More Candy

THE DEVOUAN PRESS

PLYMOUTH, ENGLAND, June 22, 1920.

Editor of PRINTERS' INK:

Recent writers in PRINTERS' INK have been crediting prohibition as the cause of increase in the sale of candy. But before this is definitely accepted by any manufacturer a close analysis should be made.

Here in the British Isles, though we have some war-time regulations still enforced on the drink trade, we are not yet "dry." Yet the sale of what you call "candy" has increased enormously in these isles. I roughly estimate that in my home city quite 50 per cent of the retail shops are now selling candy.

I may be wrong, but my own opinion is that this is a reaction result. For a long time previous to the armistice the shelves of the regular dealers in sweets were almost empty; very little was obtainable even if you wanted it ever so badly. Supplies are now much larger, and though prices are still high, demand—long kept in abeyance—has rushed out and is met by supply.

F. MARTIN.

An unusual opening for unusual artists

A large established New York Advertising Art Organization wants two or three more figure men of nationally recognized ability.

This is not an art "factory"—we are an association of art specialists, working under one management and sharing pro rata in the profits.

The atmosphere of our studios is appealing and allows fullest freedom for the expression of individuality.

Compensation will be adequate to attract the quality of talent we want.

If you are now available or will be by October 1st, write us in confidence.

Address "G. F.," Box 55, care of PRINTERS' INK.

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,
6,500 copies monthly, reaching hardware
dealers and jobbers. Sample on request.

15 Park Row New York

POSTAGE
The 25c monthly magazine that
tells how to transact business by
mail—Advertising, Selling, Col-
lecting, Catalogs, Booklets, Cir-
culars, Letters, Office Systems, Money
Saving Ideas. Since 1916 the official
magazine of The Direct Mail Adver-
tising Association. 6 mos. \$1; 1 year \$2.
POSTAGE 18 East 18th St., New York City

RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPES, STEREOTYPES and MATRICES

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

LIMITED

MONTREAL

The Little Schoolmaster's Classroom

A MANUFACTURER of jewelry—rings of various kinds and patterns—told the Schoolmaster that he hit upon a new scheme for interesting the people on his books, in dealer electros.

Season after season he put out booklets of free electros, ranging from one column to three, and despite the fact that they were well written and cleverly illustrated, the jeweler would not use them as he should.

Repeated inquiry always brought about the same response: "We do not think it necessary for us to use much local advertising or to run these cuts, except on special occasions."

It was hinted that of all tradesmen the jeweler is apt to be the most unprogressive in the use of newspaper space and in warming up to material supplied him by the manufacturer.

* * *

This concern, growing somewhat discouraged, finally made arrangements with a clipping bureau to send in clippings of attractive, illustrated jewelry store advertising from all over the United States. From these clippings it would be seen that there are wide-awake jewelers, although scattered far and wide.

This service from the bureau was continued for two weeks and then stopped.

The pick of clippings were grouped on large sheets of cardboard and then photographed on eight by ten plates. Fifty sets of these were printed and made into portfolios.

The list was combed over for names of dealers who had been stubbornly backward, and to every one of these the portfolios were sent, together with a form letter, suggesting that the really live jewelers of the country were using newspaper space, taking advantage of bright illustrations and proving their worth along practical lines. Perhaps the jeweler

who received the photos would be interested in seeing who was doing this type of advertising and how it appeared.

Results were noticeable from the very start. Pride seemed to enter into the scheme, for each jeweler on the list was adverse to being behind the times, unprogressive and to be regarded as out-of-date.

The orders for electros came in after that in considerably increased volume.

* * *

The Schoolmaster was reminded the other evening of how far modern business houses have gone in the matter of giving broad, unqualified guarantees when he was inspecting an old clock that had been in a friend's family for three generations.

Instead of the modern sweeping, "guarantee for — years," or "guaranteed without time limit," or even just plain "guaranteed," or "warranted," the maker of this clock cautiously stated, "*Warranted if well used.*" The fact that the old clock is still ticking away after all these years and keeping fairly good time suggests that this manufacturer might safely have been less cautious. However, probably our grandparents were more particular about demanding their money back if an article failed than are we in these days when everything—from socks to steam shovels—is "guaranteed."

* * *

Members of the Classroom will recall the recent compilation of articles in *PRINTERS' INK* describing unusual uses to which advertising has been put. The Schoolmaster has just come across another which is certainly unique. This advertisement appeared in the *London Morning Post*, and was as follows:

WANTED A PRIME MINISTER
Must be honest, sober-minded and re-

Advertising That Costs No More Than a Cigar

AN Oplex Electric Sign tells your story to people just at the moment they are passing your door—tells it to them day and night, for the raised, Oplex glass letters make them day signs as well as electric night signs.

To run an Oplex sign 24 hours costs no more than a good cigar, but for this trifling amount you tell your story to thousands, just at the time they are right there to buy.

Where else can you get such advertising at ten times the cost?

Among other Oplex advantages are greater reading distance, lower upkeep cost and more artistic designs.

Let us send you a sketch showing how your Oplex Sign will look.

THE FLEXLUME SIGN CO.

Pacific Coast Distributors
Electrical Products Corp.
Los Angeles, Cal.

Canadian Distributors
The Flexlume Sign Co.
Toronto

LONG'S
WEAR LIKE THE RACE
HATS
STETSON
HATS



A MAN!

For Your Organization

A COPYWRITER—and more—an advertising executive of ideas, of force and of personality.

A man who would become an integral part of a young, virile agency.

Thoroughly seasoned in advertising from the viewpoint of the agency, the publisher and the manufacturer.

Address M. B., Box 58, P. I.

Opportunity Is Knocking

for some advertising man who is an optimistic, stout-hearted, driving, self-starting advertising salesman and a man who can write good advertising sales letters and organize an advertising office. The proposition is this: A young engineering magazine with a large circulation (net paid of 20,000) has just completed a preliminary analysis of its circulation prior to intensive solicitation of advertising. It is an absolutely virgin proposition with a wonderful promise. Expect 30,000 circulation in 1921 and 50,000 the following year. We will get it, too. Want young man who can see opportunity to take hold of advertising end on salary and commission. Address G. C., care of Printers' Ink, 833 Peoples Gas Bldg., Chicago.

New York Representative Also Wanted

ADVERTISING AGENCY WANTED

Located in New York City. To merge with large interests entering agency field with unlimited resources.

Wonderful opportunity for young agency with limited capital.

Will buy for cash or stock in new corporation. Will assume business and personnel, with officership for owner. Immediate. Address "L. C.," Box 59, care of Printers' Ink.

liable. A good knowledge of English history and a general knowledge of European history essential, also a sound knowledge of men and affairs. No encumbrances of political or social nostrums. Preference given to a plain, blunt man who is no orator. References as to past experience and character required.

Your pedagogue admits this is an advertisement permitting of a considerable amount of speculation. Who inserted it? An irresponsible undergraduate who paried with good money to have it printed? Or was it some hoary-headed, keen follower of the political game, who did it to relieve his feelings? The Schoolmaster cannot answer these questions, but he does know that the anonymous advertiser has at least discovered a new way of using advertising.

* * *

Whenever the Schoolmaster sees a crowd surging around a store window he immediately concludes that another enterprising seller has "rung the bell" and immediately proceeds to investigate. On this particular occasion your pedagogue, after much twisting and squirming, found himself in the front row of a large audience gazing upon a section of a window in a prominent New York drugstore. A special push on Edgar Rice Burroughs' book "Tarzan of the Apes," and others of the same series, had been instituted. Two leopard cubs were caged in the window as attention-getters. To those ac-

SALES MANAGER

Through a change in business control a sales manager becomes available who has been unusually successful. Doesn't deal in "ginger" or "pep," but gets results by bringing out the very best in his men through wise encouragement and placing of responsibility.

His success in picking good men and getting results from them comes from an uncommon understanding of human nature.

Address

STROUD AND BROWN, INC.,
303 Fifth Avenue.
New York City.

July 15, 1920

PRINTERS' INK

169

quainted with the book, the idea, because of its close tie-up with the story, will seem quite plausible.

In fact, the Schoolmaster himself thought well of it. For one thing it served the original purpose—that of attracting attention to the book. But as the Schoolmaster remained a while he noticed that all was not well. For one thing, it was a real hot day—New York's warmest for that date for twenty-six years. The cubs were lying stretched out to their full length, panting heavily. Their breaths were coming in gasps. It was plain that they were suffering from the heat. Secondly, the enclosure itself was so small and narrow that the animals could barely turn about. Also the background of the window was boarded nearly to the ceiling, meaning that the cubs were not getting sufficient air.

All this was noted by the on-lookers and commented upon. The display was creating a distinctly negative feeling on the part of the bystanders. Several women voiced as their opinion that the Society for the Prevention of Cruelty to Animals ought to be notified. Your tutor feels that it is not necessary to tell his bright scholars that the moral of this is, don't overlook those little things in your selling appeal which are likely to cause an unpleasant feeling capable of nullifying the entire sales effort.

* * *

IN
LOS ANGELES
IT IS THE

LOS ANGELES
EVENING HERALD

MEMBER A. B. C.

Government Circulation Statement
April 1, 1920

134,686

The Giant of the West

REPRESENTATIVES

New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Harry Simmons

There is a time
For fine writing
And a time for
Syncopated verbiage;
But most often
The need is for
Straight-shouldered
Everyday English.
The Copy Writer
Who can sense the need
And "carry on"
To a "write"-ful ending
Should be in demand
By many organizations.

29 South LaSalle Street
Telephone State 5499
CHICAGO

Why not have Simmons write it?

We're Looking for a Copy Writer

25 to 30 years or thereabouts—to be first assistant in a "one-man agency" which is rapidly outgrowing that classification. Besides writing good copy, he should possess ability to develop along other lines, as his work will touch many phases of advertising. Experience in agency work, house organ editing, and printing will prove valuable. Location is Chicago. In applying, be complete as to experience, salary requirements, samples, etc.

Address R. F.
833 Peoples Gas Bldg., Chicago, Ill.

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO., INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases



A PROGRESSIVE,
clean - cut, constructive
farm paper published
strictly in the interests
of *better farming*.
Let us carry your mes-
sage to 135,000 farmers,
67,201 in Iowa.

CORN BELT FARMER, DES MOINES, IOWA

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders, $3\frac{1}{4} \times 6\frac{1}{4}$ in. \$10.00

Each additional thousand 3.50

1000 4-page Folders, 4×9 in. 12.50

Each additional thousand 4.50

1000 4-page Folders, 6×9 in. 16.00

Each additional thousand 6.00

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers

525 So. Dearborn St., Chicago

More than 3,000 Haberdashers

in the Philadelphia territory
subscribe to the

RETAIL ~~and~~ LEDGER

Twice a Month; Sub. \$1.00 a Year

Office Appliances

*The one journal which covers
the field of office equipment*

More than 315 manufacturers making use of
every issue. Send 25 cents for sample copy.

417 So. Dearborn St., Chicago

New York Adv. Office, 508 Tribune Bldg.

Advertising Electros

Ask for Prices
General Plate Co.
Jette Harris, Ind.
Manufacturing Bldg. Chicago

Mail Order ADVERTISING

It is an open secret that while we
operate a well-equipped advertising
agency, numerous prominent advertis-
ers, under contract with other agen-
cies, find it feasible to pay us to pro-
duce their mail-order advertisements
and literature. Pleased to have you
write to or talk with us. 226 West,
42nd St., New York. Bryant 5907.

SCOTT & SCOTT

"Subdivided lists," said a di-
rect-mail advertising expert, "en-
able you to specialize your appeal
and increase returns." And then
he related the case of a cigar
manufacturer doing a mail-order
business who had "three lists and
a hospital division." The first
three were the inveterate smokers,
the moderate smokers, and the oc-
casional smokers; while the "hos-
pital division" was made up of
those names from whom he found
difficulty in getting returns or re-
plies.

To the hospital division his ap-
peals were therefore of special
bargains—odd lots of cigars put
up in bundles and sold at a very
low price, special combinations,
special inducements of various de-
scriptions. These offers did not
go to the first three classifications
because they responded to the
appeal of regular merchandise.
Transfers from one classification
to another were of course being
constantly made.

"Every mailing list," said this
advertising man, "should have its
hospital division."

Unique Baltimore Cigar Cam- paign

A campaign now being run in Bal-
timore newspapers for "Flor de Moss" ci-
gars is attracting quite a bit of atten-
tion due to its originality. Each ad-
vertisement contains the picture of a
prominent citizen to whom the copy is
directly addressed telling him among
other things that he is being sent a box
of "Flor de Moss" cigars.

GEORGE SETON THOMPSON CO.

*Direct Advertising
that Produces Sales
Results*

608 So. Dearborn St., Chicago

TREBLE YOUR MAIL ORDERS

By using Pallen's Double and Triple
"Master" Mail Order Device. A won-
der for Subscriptions, Renewals, etc.

Write for Samples

J. PALLAN & CO., Columbus, Ohio

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

ARTIST—Good on figures and design line and color work; also lettering. Freelancers invited. Bring samples. Aker Studio, 303 Fifth Avenue, New York.

WANTED

ARTISTS—PHOTO RETOUCHERS
HOWARD-WESSON-CO.
ENGRAVERS
WORCESTER, MASS.

Printing salesman, having record of making three to five thousand dollars a year. Excellent opportunity; wide, open field for operation. Apply Grollier Craft Press, 229 West 28th St.

Commercial Art Studio fully equipped in doing all classes of Layouts and Drawings, wishes to employ an experienced Solicitor. For further particulars write Box 471, Printers' Ink.

SALES MANAGERS—One of the largest and most rapidly growing manufacturers of paints and varnishes is open to receive the applications of men who have successful records as sales managers to take immediate charge of branch offices and sales districts in Michigan, Ohio, Pennsylvania and Indiana. In replying state past experience, qualifications, age, references and salary desired. Box 463, Printers' Ink.

THE HECHT CO., of Washington, D. C., requires the services of a high-grade man as Advertising Manager.

Every facility and environment surrounds this position to help produce the most effective copy.

The store holds exclusive franchises for the distribution of finest and best-known commodities produced in America. From this can be judged the caliber of the organization.

Address application, stating previous connections and experience covering the past five years at least, to H. H. Levi, The Hecht Co., Washington, D. C.

District Salesmanager

We require the services of three successful specialty salesmen to act as State Managers in the following territories: Missouri, Wisconsin and Iowa. Our tax and business services are a business necessity to commercial concerns, banks, lawyers and accountants. Our district managers average \$5,000-\$10,000 commission first year. Income second year increases due to renewals \$10,000-\$15,000. Must be between 30 and 45—accustomed to earning at least \$5,000. Willing to sell personally as well as being capable of training sales force. Very little travelling necessary. Give complete details and telephone number in first letter. Box 472, Printers' Ink.

Young lady wanted for make-up position on prominent weekly trade paper. Knowledge of stenography essential. College graduate preferred. Apply, giving references, experience and salary expected. Box 474, Printers' Ink.

SOLICITOR WANTED

An agency wants a young man to work on Commission; must be well educated, with thorough knowledge of English. Monthly settlements. Write, giving full particulars. Box 476, Printers' Ink.

WANTED—EXPERIENCED ADVERTISING MANAGER AT ONCE. Must be able to supervise circulation—not solicit, merely direct. Must be good layout man with ideas and initiative. Steady position and good salary to right man. Afternoon, daily and Sunday morning, in town of 10,000. Bowen Publishing Co., Huron, S. D.

Wanted: an advertising

VISUALIZER

Mature in big agency production, in the planning and direction. Visually, of large national accounts; familiar with artists and technique, with ability roughly to sketch our ideas.

Combined with this ability to put advertising ideas into good form, applicant should possess a sound analytical sense, a "merchandising" sense, that will enable him to dig these selling ideas out.

Please submit proofs of campaigns and salary desired. Address:

A NEW YORK AGENCY
BOX 479, PRINTERS' INK

Composing Department Executive

We want a man to manage our Composing Department. There are three things he must know how to do.

1st. He must be an Executive and know how to deal with men so they will work with him and for the mutual benefit of themselves, this company, and the craft.

2nd. He must know good composition and what constitutes an honest day's work.

3rd. He must have a proper sense of proportion in regard to promises, in relation to the customers' requirements and requirements of other departments of the business.

Approximately 35 people are at present employed in this department—Linotype and Monotype equipment—but the department is capable of enlargement.

Plant located in large Ohio city.

Would like to correspond with right man and will treat absolutely confidential. Box 478, Printers' Ink.

ARTIST—Colorist and figure work for high-grade lithographic art requirements. Address A. W. Hutaf, Vice-President of Einson Litho, Inc., 71 West 23rd St., New York.

Advertising solicitor wanted by leading Special Agency, representing daily and Sunday newspapers; man to specialize on Rotogravure; must be young, full of pep and with his future before him. Permanent position and splendid opportunity for the right man. Address, giving experience and salary wanted, E. G. G., Box 462, Printers' Ink.

WANTED—In Audit Department of established Adv. Agency, Assistant Bookkeeper, familiar with Audits and Customers' billing. Preferably one who has had some experience in similar position in an Advertising Agency Office. Applicant must be accurate and good writer. Excellent opportunity. State experience and references. Address Box 6, Room 213, 44 Broad St.

WANTED

THREE ADVERTISING MEN

Young men, full of ambition and energy, with the capacity for taking infinite pains, to develop into Service Executives. If you have had Advertising Agency experience, that is to your advantage. Advertising men with engineering training preferred. But if you have had advertising experience of any kind, it is worth your while to write us in full about yourself and your experience. Ours is not an old business where the opportunities are all occupied. We are growing with great rapidity, and our business, like a new country, is full of opportunities for young men who can deliver. All communications confidential. Address K. B. C., Street & Finney, 171 Madison Avenue, New York.

EDITOR WANTED

for "The National Clothier," the leading trade paper covering the retail clothing field, owned and published by the National Association of Retail Clothiers, issued twice each month, published in Chicago—national circulation.

This is not the sort of position usually advertised, but a real opportunity open to some man of marked ability, education and vision. The opening is made possible because tremendous recent expansion has made it necessary for us to place our present editor in charge of another important division of our work.

The man we seek must be a forceful writer, a clear thinker, and be a man of original, progressive and practical ideas. Experience is, of course, important, but real ability will be the main consideration.

Don't apply unless you can prove that you have the necessary qualifications.

Apply only by letter and give in first letter full details regarding your qualifications, experience, etc., and, where practical, send samples of your work. Arrangement will be made for personal interviews with those whose applications interest us. Address

NATIONAL ASSOCIATION OF
RETAIL CLOTHIERS,

233 W. Jackson Boulevard, Chicago, Ill.

Wanted—Advertising representative in New England Territory. Must be a seasoned advertising man and be able to show a record of successful selling. Want one who can qualify as our New England Manager. The Novelty News, 9 South Clinton St., Chicago.

Copy and Layout Man Desired by Foreign Advertising Agency—The J. O. S. will use another good copy and layout man in their production department. We prefer a man of substantial agency experience and if possible one who has had experience in connection with foreign advertising. Salary based on value of services offered. Appointment by letter only. Write, stating age, experience, salary desired and other confidential matter of this sort. Jonhston Overseas Service, 277 Broadway, New York City.

Writer for Publicity Division Large National Bank

Man with experience and viewpoint of magazine writer and with sufficient knowledge of economics and finance to prepare articles that would make desirable publicity for a large financial institution. The man must not only be able to recapitulate material, but he must above all have the creative imagination to visualize constructive articles and the initiative to translate these visions into finished products. Box 467, P. I.

MISCELLANEOUS

Victor Erlenmeyer Advertising Agency, Quakertown, Pa., distributors of catalogues, booklets, magazines, samples, at leading fairs, N. J.; Del.; Pa.; Md. Arrange immediately.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

Southern Sales Manager

has well-appointed offices and sells a-to specialty in sixteen states. \$12,000 yearly profit. Wants southern account of manufacturer to succeed present factory. Adams, 926 Empire Building, Atlanta, Ga.

MAGAZINE OPPORTUNITY

Long established, National standing. Best quality circulation. Good advertising patronage. Now on paying basis. Half interest can be secured by experienced man who can raise capital needed for development, or Capitalist who seeks magazine investment. Best opportunity in publishing field. Box 473, P. I.

FOR SALE—A new Duplex Tubular Plate Press in 16-page Frames with Folder, capacity to print 4, 6, 8, 10 or 12 pages and to which can be added units up to 24 pages, pages of 7 columns 13 ems or 8 columns 12½ ems in width, length of columns 21¼, sheet cut 22¼, width of webs 16¼ and 33 inches. A complete stereotyping equipment is offered with the press. Immediate delivery can be made at present market price. Box 460, Printers' Ink.

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HOUSE ORGANS — MARKET LETTERS — PROSPECTUSES — FINANCIAL COMMERCIAL WRITING. PRE-EMINENCE 30 YEARS. GILMAN'S BUREAU, BOSTON, MASS.

POSITIONS WANTED

Expert publicity man has spare time and will create and manage your sales or publicity campaign. No salary wanted. Pay after you see results. Write at once. Box 469, Printers' Ink.

Space buyer wants to make new connections Sept. 1st. Has had nine years' experience and understands all departments of agency work. Wants \$4000.00 to start. Address Box 464, P. I.

ARTIST with exceptional experience on agricultural and animal drawings desires position in New York 3 days a week. Accurate knowledge of points required by live-stock men. Box 470, P. I.

RESEARCH MAN—38, long experience, desires to establish and operate research department for representative firm; preference given permanent connection offering good future. Box 468, P. I.

A PRODUCER

A man with broad experience in selling and advertising desires to make connections in Phila. territory with a manufacturer, trade paper, or agency. He is a producer. Address 876 N. 22d St., Phila.

Circulation Manager—Seven years' experience direct, agents and newsstand. 283% increase during past seventeen months. Knows type, layouts, copy, purchasing, etc. An executive systematizer and producer. Write Box 481, P. I.

COPY WRITER AND ARTIST

Located in downtown New York. Wishes part-time work in houses using class journals. Particularly manufacturers, freight forwarders, exporters and importers. Can produce many ads which have actually sold as evidence of ability. Box 466, P. I.

Somewhere Outside of

New York and Philadelphia there is a business which needs a capable advertising manager. This business offers a permanent position and a chance for growth to a man who has plenty of copy, catalog, and printing experience. Is yours the business that needs me? Box 465, Printers' Ink.

Boston and New England Representation

Publishers considering a change in their present methods of covering this territory will do well to get in touch with this successful solicitor-manager, with over 10 years' experience and favorable acquaintance with their trade and general advertisers. He seeks new connection offering opportunity to grow and expects remuneration accordingly. Present salary \$6000. Address Box 461, P. I.

Advertising Man—Some experience, college graduate, original, forceful copy, layouts. Expert stenographer-secretary. Opportunity more than financial consideration. New York or vicinity. Box 483, Printers' Ink.

BUSINESS MANAGER

For past three years had charge of circulation and advertising departments and managed foremost financial publication. 283% increase in circulation and over 70% increase in advertising at greatly increased rates. Does your publication need new ideas and a man to make them work out successfully. Then write Box 480, Printers' Ink.

PROLIFIC VISUALIZER AND AGENCY COPY CHIEF

Man of force and ideas; quick reactions in picture form or story to merchandising problems. Analyst, organizer and executive. A fertile originator of agency service. Desires agency position only. Box 484, Printers' Ink.

Executive Sales

A college man with ten years' business experience in sales, production, finance and engineering would like a position in sales work in or near New York. Available immediately. If you are looking for a pusher in your business communicate with Box 485, care of Printers' Ink.

ADVERTISING MANAGER OR ASSISTANT

Woman, 30, of wide department-store experience, proven ability and best of reference, desires to make a change to more progressive and stimulating position. At present in full charge of advertising in old eastern store.

Originality, executive ability, ambition, knowledge of merchandise, ability to write good, forceful copy and make attractive layouts, thorough understanding of advertising technique and a willingness to work hard are qualifications which references and samples of work will verify.

Would like position as Advertising Manager of high-class Specialty house or as assistant to really big executive in well-organized store or agency. Box 475, Printers' Ink.

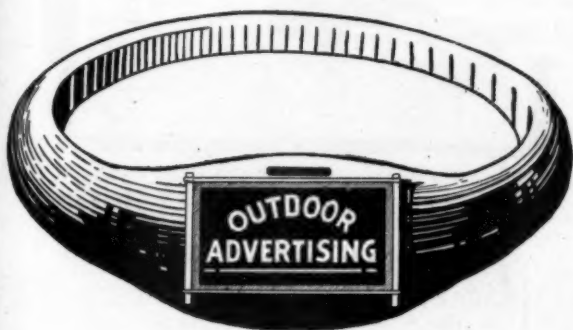
Eastern Representation

A successful, well rounded experience as Adv. Mgr. of Trade Papers qualifies me to serve some one very profitably in the Eastern Territory. Young (33), enthusiastic, analytical and know the value of intelligent work. My record of RESULTS will impress you. If you have a high-grade publication and want high-grade representation I want to hear from you. Changing because present position does not offer sufficient possibilities. Address Box 477, care of Printers' Ink.

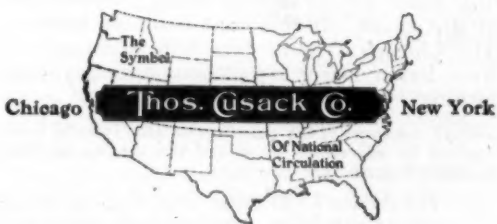
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THE KOHINOOR OF PUBLICITY





The Chicago Tribune Leads 144 Magazines

THERE are 150 "general" magazines listed by The Standard Rate & Data Service. Of this number only 11 exceed The Chicago Daily Tribune in circulation, and only 5 (3 weeklies and 2 monthlies) exceed The Chicago Sunday Tribune.

FURTHERMORE, The Chicago Tribune has a great advantage over even those few magazines which exceed it in circulation, because its tremendous influence is concentrated on one rich, compact market. The Chicago Territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) has one-fifth of the wealth of the United States distributed among twice as many people as live in all Canada. In this most desirable territory, The Chicago Tribune (reaching one family in five) has a larger circulation than any other medium.

THESE are some of the reasons why The Tribune is recognized by advertisers as one of the greatest mediums available for national advertising.

The Tribune's 1920 BOOK OF FACTS will be sent free to any selling organization if requested on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation more than 400,000 Daily, 700,000 Sunday